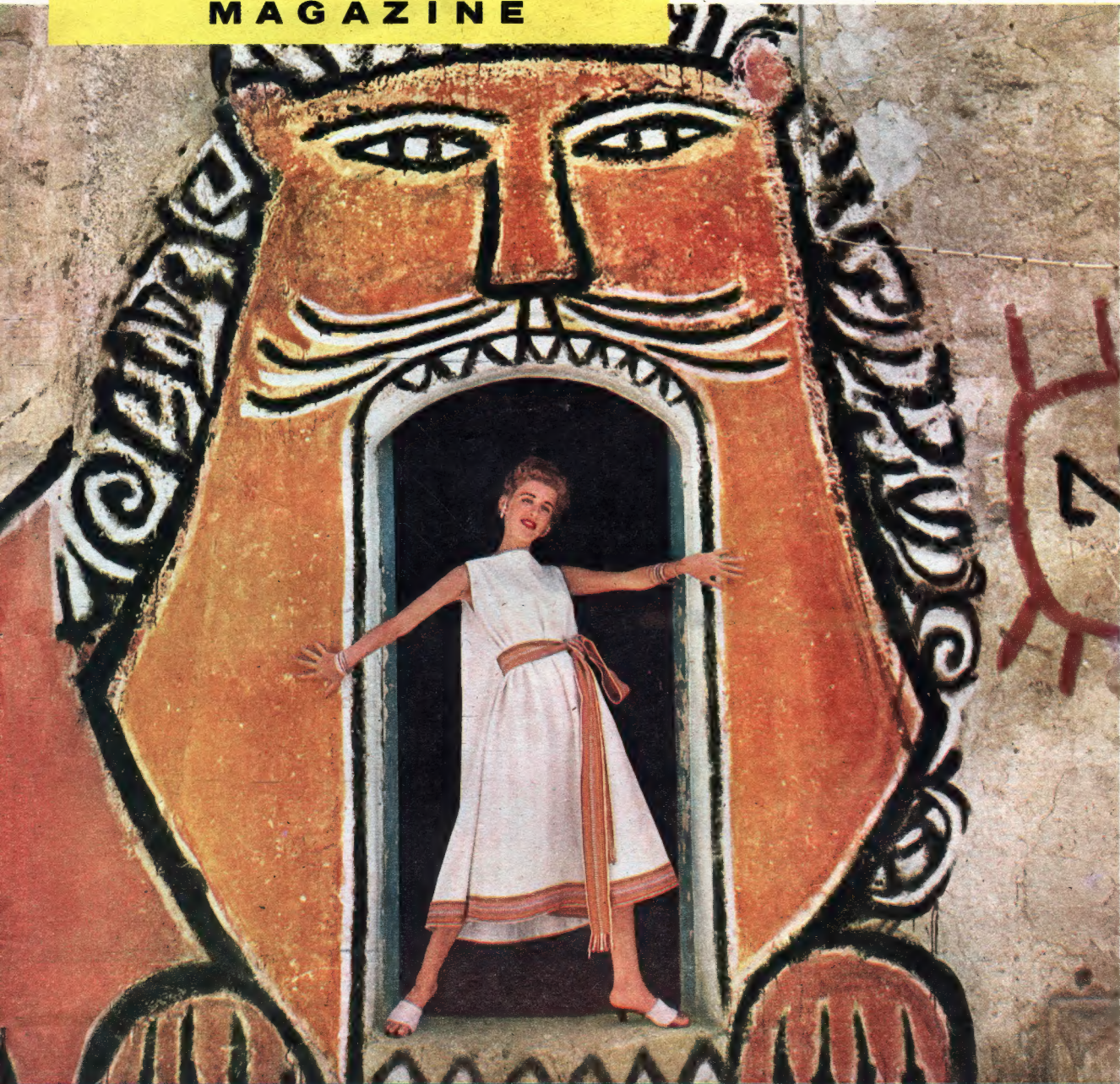


October 28, 1956

This Week

MAGAZINE

The Sunday Star
WASHINGTON, D. C.



"THE LATEST" IN ISRAEL: A young nation has a new industry—Fashion. See Page 32

The Germans Are Slandering Our Soldiers! . . . PAGE 8

By WILLIAM G. SALTONSTALL

Principal, The Phillips Exeter Academy, Exeter, N. H.

Why I'm Glad I'm A Teacher

It's the most important job in the world, says this veteran educator

"For gold is tried in the fire, and acceptable men in the furnace of adversity."

— ECCLESIASTICUS, II, 5. (c. 180 B.C.)

Over 2,000 years ago, Jesus, son of Sirach, a wise teacher and observer of human life, thus reminded us that learning is difficult and that teaching is an exciting, intriguing and sometimes frustrating business. For schools, I believe, were devised to help produce "acceptable men"; and the schools must provide "the furnace of adversity" — the hard work, the facing of new ideas and the encouragement of self-discipline — that tries such men.

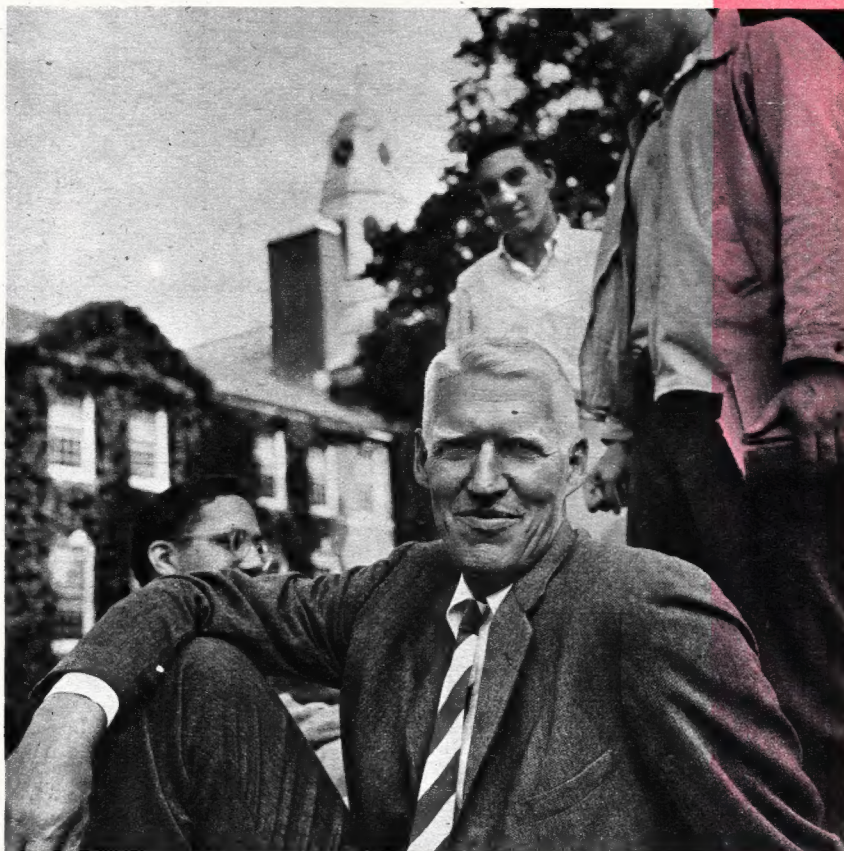
I am glad I am a teacher because no other profession seems quite so important. I have been a teacher for nearly 30 years, and the more I see of schoolboys, the more I respect and enjoy them. Among other things, they make it certain that there is never a dull moment in the life of one who works with them!

Like his students, the teacher has his failures, but he has unequaled and creative opportunities to tap new sources of power for good. He must develop each individual's talents and resist the temptation to remake his students in his own image. (One of any of us is quite enough!)

In the long run, the chance to create a hunger for knowledge and understanding, to discover new ways of connecting learning with living and to share the real excitement of youth, is worth all the disappointments and economic hardship that he may encounter.

He believes, as did John Phillips, who founded The Phillips Exeter Academy 175 years ago, that "Though goodness without knowledge is weak and feeble; yet knowledge without goodness is dangerous; both united form the noblest character and lay the surest foundation of usefulness to mankind."

The teacher is glad to serve as fireman in the furnace of adversity, for he knows that his raw material is more valuable than the finest gold.



John Lewis Stoge

AUTHOR: Member of a famous Boston family and head of an old New England school, he says: "The more I see of schoolboys, the more I respect them"

October 28, 1956

This Week THE NATIONAL SUNDAY MAGAZINE

© 1956, United Newspapers Magazine Corporation
485 Lexington Avenue, New York 17, N. Y.

WILLIAM I. NICHOLS, Editor-in-Chief and Publisher

STEWART BEACH, Executive Editor

EUCLID M. COVINGTON, President • JOHN C. STERLING, Chairman of the Board



Like homemade without the work—that's Libby's Beef Stew!

big chunks of lean beef...
you bet the company will like your **Libby's** Beef Stew!

Only 17 cents a serving, including the sour cream and chopped peanuts you spoon around the bubbly hot stew to give it your own personal touch. And what a quickie! 15 minutes does it—yet folks will think it took hours. It's stew at its Sunday best: big pieces of lean, tender beef... firm, white potatoes... young carrots and onions... all simmered in a perfectly seasoned gravy. Libby does the work... you get all the praises!

Libby, McNeill & Libby, Chicago 9, Illinois

MORE EASY-DO IDEAS . . .

Corn and curlicues! Golden bright, sweet Libby's Corn (none picked fresher, none packed faster!) garnished with simple curlicues of bacon. What a delicious dish!



Instant peach trick: Top instant coconut pudding with golden, "pick-of-the-crop" Libby's Peaches. They're beauties! Add coconut and strawberries, if you wish.



How Tall Will Your Baby Grow?

Food tips for trips

Does your baby sit safely?

WHEN he's fully grown how big will your baby be? Growth studies answer this fascinating question with remarkable accuracy: The average 2-year-old boy and 1½-year-old girl are about half as tall as they'll be when adults—given nourishing food and good health.

AGE	BOYS	GIRLS
	Approx. % adult height	
2 yrs.	49	52
1½ yrs.	46	49
1 yr.	42	47
6 mo.	38	40
1 mo.	30	32
Birth	29	31



• How many inches long is your baby now? Add two zeros. Then divide by % shown for your baby's age and sex in chart above. For example, if your 6-month-old boy is 27" now, divide 2700 by 38. He'll be about 71" when fully grown—almost a 6-footer. This is an estimate based on approximate averages. Slow- or fast-growing babies may shoot up or slow down later.

• He suits you—big or little—and he knows it! When you smile and talk happy-talk at mealtimes, that makes him feel good—helps him want to eat all his tummy can hold.



• No new foods on trips—good rule for travel-with-baby. Stick with his favorites. If your baby's tiny, try to go someplace and stay. Don't tour around. On trips, baby food in glass jars is handier than ever. Especially Heinz better-tasting dinners: Strained Vegetables and Lamb, Beef or Bacon—each a meal-in-a-jar.



Little baby, soft and new—
The whole world smiles
because of you.

• If baby rejects cereal the first time your doctor suggests it, try another flavor next time. Heinz makes four pre-cooked cereals—Rice, Barley, Oatmeal and Mixed Cereals (wheat, oats and corn)—all fortified with enriching iron that baby needs.

• Giving baby a safe place to sit helps prevent falls. Safest: a seat-in-a-table. Next: a broad-based high chair. Let Dad feed baby sometimes. People get better acquainted fast over good food.



• This daily diet for babies 6 to 9 months is merely a menu guide. Make your own substitutions. If baby is tired of vegetables, offer fruits for a while. Many better-tasting Heinz fruits contain similar minerals and vitamins and the same amount of roughage as vegetables.

- 6 Tbs. Heinz Mixed Cereal
- 2 Tbs. Heinz Strained Egg Yolk
- 1 Can Heinz Strained Orange Juice
- 1 Quart Milk • 1 Heinz Teething Biscuit
- ½ jar Heinz Strained Lamb
- ½ jar Heinz Strained Carrots
- ½ jar Heinz Vegetables and Bacon
- ½ jar Heinz Strained Plums and Farina
- ½ jar Heinz Orange Custard Pudding

• Have you tried tasting baby's food? Heinz chefs have developed recipes to make the most particular little eater enjoy nourishing foods. Heinz kitchens are close to the choicest growing regions, so no goodness gets lost between garden and kettle. Heinz has been noted for better flavor for 87 years.



Over 70 Better-Tasting HEINZ Baby Foods

Strained Egg Yolks ... Strained Orange Juice ...
Pre-Cooked Cereals ... Teething Biscuits ...
100% Meats ... Strained Baby Foods ...
Junior Baby Foods



"Oh-oh, Mom's sitting down. I better think up something fast!"

The Cerfboard



Life Of The Parties



Bennett Cerf

Coming down the stretch of the Presidential Derby, the TV commentators and star reporters who have been covering the campaign must be excused if they turn green around the edges every time another leather-lunged tub-thumper gets up to unload the same old hyperboles and clichés.

ABC's John Daly calls the harangues "the patter of little feet." CBS's Walter Cronkite rationalizes, "What's the difference what they say? People don't come to listen. They come to holler."

Mrs. Lucius Desha, of Lexington, Va., tells of one old-fashioned wind-bag who was hollering himself hoarse and flapping his arms when a critic in the rear proposed, "Aw, cut his galluses and let him fly."

All-time dean of political spellbinders was William Jennings Bryan. Early in his career, Bryan rejoiced in the sobriquet, "The Boy Orator of the River Platte"—and with good reason, jeered a rival, adding, "The River Platte is six inches deep and six miles wide at the mouth."

Back in 1892, when Adlai Stevenson's grandfather was hitting the whistle stops of the Northwest in his campaign for the vice-presidency, he ran into a local hassle in the State of Washington. Some citizens were insisting that the tallest peak in the Cascades be named Mt. Tacoma. Others were equally determined that it be known as Mt. Rainier. Inevitably Mr. Stevenson's opinion was sought—so he worked out a deal with the engineer of his special train.

"When I am vice-president," he would declaim, "I will not rest until

this crowning beauty of the great State of Washington is appropriately named. And I am in complete agreement with the worthy gentlemen who insist that that name be ..."

At this juncture the engineer would blow a mighty blast on his whistle, and the train would tootle off for the next stop. Mr. Stevenson never did finish that sentence.

The late Ring Lardner attended a football game the week before a governor he detested came up for re-election. Just before the kickoff, a salute gun was fired. "What was that?" demanded Lardner. "For the governor," explained a friend. Just then a second gun blasted away. "Damnation," muttered Lardner. "They missed him."

In the heat of a whirlwind speech-making tour in the deep South, Franklin Roosevelt once posed for a photograph in a seersucker suit. The late Robert Sherwood admired the result and requested an autographed copy for his study.

FDR sent it to him with this inscription: "Here's that seersucker picture, Bob—with affection from the sucker to the seer."

The last straw. Herbert Hoover was making his way to the Chicago convention hall in 1952 when a red-nosed character jumped past the safety rope and slapped him on the back. "Hiya, Herb, old boy!" he chortled.

Turning to a crony as Mr. Hoover moved along, he boasted, "What did I tell ya, Joe? I never forgot a face!"

— BENNETT CERF



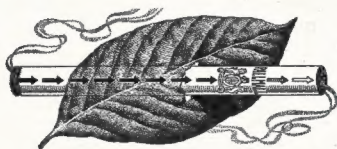
"Aw, cut his galluses and let him fly!" a critic suggested

Don't miss the fun of smoking...



Mildness is a Pleasure with Pall Mall

For Flavor and Mildness



Fine Tobacco Filters Best

- Don't miss the *fun* of smoking. Mildness is something you enjoy . . . it's a *pleasure* with PALL MALL, because PALL MALL's natural filter—greater length of traditionally fine tobaccos—travels the smoke further, filters the smoke and makes it mild.
- So—get more *fun* out of smoking! Enjoy smoothness, mildness and satisfaction no other cigarette can offer. Buy PALL MALL in the distinguished red package today!

Outstanding ... AND THEY ARE **Mild!**



Your appreciation of PALL MALL quality
has made it America's
most successful and most imitated cigarette.

© A. T. CO. PRODUCT OF The American Tobacco Company AMERICA'S LEADING MANUFACTURER OF CIGARETTES.

New Frosting!

CREAMY CARAMEL!

*Exciting new
frosting flavor
for all your
favorite cakes*

Pillsbury
FROSTING
MIXES

It's the homemade "cooked" kind that you don't have to cook! (and guaranteed never to sugar.) How long has it been since you've tasted real caramel frosting? Now Pillsbury (and *only* Pillsbury) brings it to you in a mix—frosting that's creamier and smoother than you ever thought possible. And there's *no* cooking. You just add

water and butter (or margarine). Rich, old-fashioned caramel flavor that goes so well with New Pillsbury Caramel Cake Mix. A delightful flavor surprise on White, Chocolate, Golden Yellow or Old Fashioned Spice Cake, too. Generously frosts and fills two big layers.

P.S. Try NEW Pillsbury Milk Chocolate Frosting Mix, too!



NOW THERE ARE 4! Creamy Fudge • Fluffy White • NEW Milk Chocolate • NEW Creamy Caramel

The Cake — NEW Pillsbury Caramel Cake Mix

This Week

MAGAZINE

For A Better America

OCTOBER 28, 1956

Sidelines

A. E. HOTCHNER, author of "GI's Vs. Germans" on Page 8, does not raise sheep, as you might assume from the picture at right. He's an article writer and a frequent contributor to **THIS WEEK**. The odd critter is his Bedlington terrier, Pango.

Mr. Hotchner first saw Germany as a GI during World War II. In Europe this summer, he studied the plight of present-day GI's and produced the dramatic story in this issue.



COINCIDENTALLY, Mr. Hotchner's first article for us, in 1950, described how many U.S. towns were treating our peacetime servicemen as second-class citizens. That article was responsible for USO-Pal Day, when civilians invite servicemen to their homes for dinner on the Thursday before Thanksgiving.

This Week:

- COVER: by Burt Glinn
- 2 WORDS TO LIVE BY: Why I'm Glad I'm A Teacher
 - 4 CEREBRO: Life Of The Parties
 - 8 GI's Vs. Germans — What's All The Trouble About?
 - 10 She Keeps House For Fish
 - 12 Frank Leahy: Why I Favor Athletic Scholarships
 - 17 What's On A Little Boy's Mind?
 - 22 Where Our Parents Let Us Down
 - 26 FICTION: Open Season For Murder
 - 30 DESIGNS FOR LIVING: Convertible Corner
 - 32 FASHION FIND: Inspirations From Israel
 - 34 HOW AMERICA EATS: Carol Jean Makes A Pizza
 - 37 Quiz 'Em
 - 38 LAST LAUGH: Backfire

Next Week:

Hunting season is here — the biggest one on record, and whether you stalk with gun, bow and arrow or camera, be sure to read "America's Happiest Hunting Grounds" by Erwin Bauer next week.

Names and descriptions of all characters in fiction and semi-fiction articles in this magazine are wholly imaginary. Any name which happens to be the same as that of any person, living or dead, is entirely coincidental. The title "This Week" is registered in the U.S. Patent Office. ©1956, United Newspapers Magazine Corporation.

Fun Spot



"Why did old birdbrain want that on the wall?"

Sounds fantastic!

COLUMBIA "360" K-2 PHONOGRAPHS



Model 530



Model 524

Listen . . . the greatest sound, engineered by the greatest name in sound—Columbia! Look . . . the superb new styling of the 1957 Columbia phonograph line! Choose console or portable—every model demonstrates Columbia's brilliant engineering and design.

Model 530—Ultra high-fidelity console combination; AM, FM radio and automatic phonograph, available in suntan, copper and charcoal (360 K-2 series).

Model 526—Ultra high-fidelity automatic portable phonograph, available in suntan, copper and charcoal (360 K-2 series).

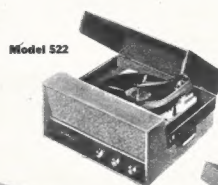
Model 524—High-fidelity automatic table model phonograph, available in mahogany or blonde mahogany (360 K-2 series).

Model #522—Super-deluxe high-fidelity automatic four-speed, three-speaker portable, in dawn red and ivory white washable vinyl ("360" K2 series).

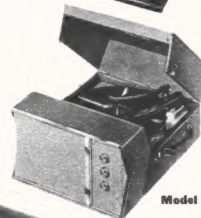
Model 518—Four-speed deluxe high-fidelity automatic portable phonograph.

Model 514—Four-speed super deluxe manual portable phonograph.

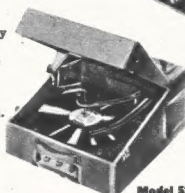
Stop . . . look and listen to these and other new 1957 Columbia models at your local phonograph showroom.



Model 522



Model 518



Model 514



Model 526

© "Columbia," "360" Marcas Registradas

GI's VS. GERMANS

What's All The

German papers have been calling our men rapists and gangsters. This writer toured the country, talked to soldiers, civilians, officials. Here's his report

By A. E. HOTCHNER

HEIDELBERG, GERMANY

The reputation of the American soldiers stationed in Germany is being torn to shreds. Reports in the German press, which have been reprinted in newspapers all over the world, call the GI's "gangsters," "sex maniacs" and "culprits in uniform." The City Council of Bamberg has passed a resolution demanding that the 85th Infantry be removed. Letters have been received by Ambassador James B. Conant, Major General Clark L.



International

Trouble About?

Ruffner and other high-ranking U.S. officials in Germany, telling us to pack up and get out.

"The German underground," the letters say, "is ready to fight to drive foreign troops from our holy soil."

What caused this sudden, volcanic eruption in Germany after 11 years of harmonious relations with U.S. troops? Has the American fighting force in Europe, which figures prominently in the emergency defense of the Continent, suddenly disintegrated? Has our young Army really become undisciplined and lawless? Seven GI's mass-rape a 15-year-old girl, a soldier throws a grenade into a crowded bar, a ferryboat captain is strangled with a GI's scarf. What's the answer?

I have just completed a tour of several important Army installations here in Germany. I have talked to GI's and troop commanders, to German civilians and city officials. Army officials in Heidelberg gave me complete freedom to talk to anybody at any installation. For most GI's, it was the first time they have been able to speak up, and their disclosures will probably shock you. Germany lost the war, but today's GI is, in many ways, the victim.

Lurid Stories Came Out Daily

The current trouble in Germany can be traced back to last May, when the scandal-hungry Bamberg newspaper, "*Fränkischer Tag*," began what now looks like a well-planned campaign against the GI in Germany. It charged that crimes committed by GI's had suddenly skyrocketed, and that the streets of Bamberg and other Bavarian cities were no longer safe. Lurid stories, describing rapes, robberies and assaults in minute detail but carefully avoiding soldiers' names and specific places, were printed almost daily.

Some of the other tabloids across Germany reprinted the dispatches out of Bamberg, and then began to add their own fuel to the fire. Even the more reputable newspapers took up the chant. Unfortunately for the GI's, a couple of incidents played right into the hands of these sensational newspapers. An enraged soldier threw a grenade into Munich's notorious Seventh Heaven Bar, wounding nine Germans and eight Americans, and a month later seven GI's raped a 15-year-old girl late one night in a woods outside Bamberg.

The German papers now really went to town. "Gangsters and sex maniacs," front-paged the "*Rhein-Pfalz*," "who believe they can treat our wives and daughters as game are undesired here." The "*Bild-Zeitung*," with a circulation of 2,500,000, splashed this across its front page: "GI's, is there something the matter with you fellows? Seven thousand MP's have to take you in hand. Because there are fights with Ger-

man civilians, blood starts flowing. Lifeless bodies are left lying in the streets . . ."

Months of this steady vituperation, magnified in the East German and Iron Curtain press, are by now having a serious effect upon the reputation and morale of the American soldiers. GI's showed me letters from their families with clippings from American newspapers that had picked up the German news items.

"My mother wants to know do I go around with boys who've been doing any raping," one 18-year-old told me, in disgust.

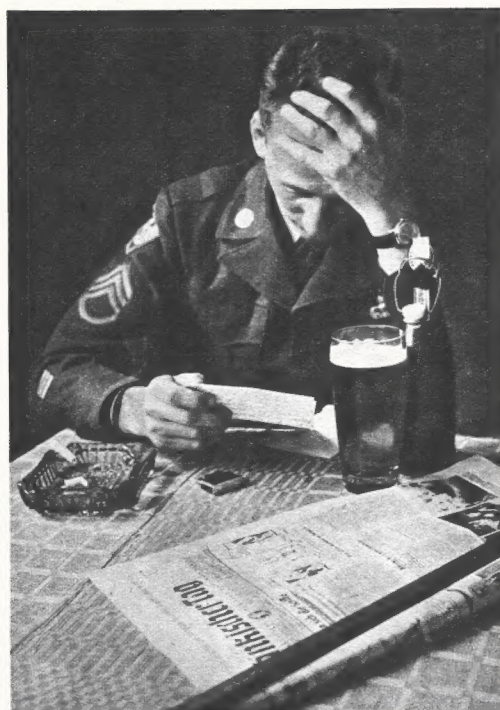
"What is the truth about GI crime in Germany?" I asked Colonel S. S. Wolf, Chief of The Military Justice Branch for the U.S. Army in Europe. "There has been no increase in crime, not this year, not last year, not this month," he said. "But let me make it clear that we in no way condone the few crimes that are committed.

The rape of that young girl was a shocking thing, and the men who did it were severely punished. But this German claim that the incidence of soldier crime is increasing is just plain nonsense. The number of crimes committed by our troops in Germany is no higher than among our troops in England and France, and lower than the crime rate for troops stationed in the United States."

General Howard M. Hobson, Provost Marshal for the Army in Europe had more to say on this subject. "These troops are better behaved and better disciplined than any I have ever seen. I go out with the MP's sometimes to see for myself how the men conduct themselves and where they go. About the only place they are welcome is in the low-caliber *gasthaus* [bar] that is full of local rummies and prostitutes. They get into occasional scrapes in these places, but by and large their conduct on the streets and throughout the city is good."

General Hobson showed me a breakdown on the main trouble area, Bamberg, where the rape occurred. It revealed that GI crimes committed in the area had decreased 37.5 per cent in 1956 over what they were in 1955. And in 1955, it was less than one per cent per thousand troops! In fact the crime rate for all U.S. personnel in Europe has dropped appreciably in the past year.

To get the other side of the picture, I asked the German government at Bonn what statistics they had



LONELY: No place to go, he sits in a bar reading letter from home

on crimes committed by Germans against GI's. A confidential report showed that for the past 12-month period these German assaults averaged 20 to 30 per cent higher than the GI crimes against Germans!

I asked General Hobson what redress the GI has when he is attacked. He shook his head. "It's all in the hands of the German police," he said, "and the American soldier would have to sue in the German courts if he wanted any justice."

Uniform Presumes Guilt

The Germans are very much aware of this disadvantage under which the GI operates. "What actually happens," Specialist Third Class Albert Benjamin, of Greenwich, Conn., told me in Bamberg, "is that the Germans taunt us with our own military police. A buddy of mine got into one of those meter-less cabs and asked how much back to camp. Taxi driver quoted a figure, but when he pulled up at the gate he asked for twice that amount. My friend refused to pay, offered him the amount agreed on. The taxi driver just laughed at him. 'Pay up, soldier, or I call the MP's.' My friend was mad as hell but what could he do? Over here, when the MP's or the German police are called, the man in uniform is always presumed guilty."

At the Non-Com Club in Bamberg, a group of men told me the same thing. "These Krauts pick on you, and when trouble starts they back off and laugh while you're packed off. All any German has to do is threaten to call the MP's and they've got you good."

A young soldier who had been standing by the juke box, came over to me. "It's the truth," he said. "I was standing quietly, having a beer, not doing anything, when these two loud-mouthed German punks start roughing me up. All I wanted was to get out of there fast. But before I could make it, the MP's were in. I tried to tell 'em what happened. They carted me off. See that sleeve? It used to have two stripes on it. Will you tell 'em back home how it really is?"

Many of the soldiers' — Continued on page 24

What Germans Think Of American Soldiers

American soldiers (left) are returning from maneuvers. What do the German people think of the U.S. Army that has been stationed in their midst for the past 11 years? A recent public-opinion poll put the question to them. Answers were divided up as shown at right:

A welcome protection	11%
An unavoidable necessity	45
Unwanted burden	38
No opinion	6

She Keeps House For Fish

Blonde Cynthia Welsh is part mermaid, part housemaid

When a woman tackles the vacuuming job she goes at it with a vengeance, and Cynthia Joan Welsh, of Coral Gables, Fla., is no exception. She ties her hair out of her eyes with an 80-pound diver's helmet, dons a rubber suit for an apron, kicks the sharks out of the way and starts sweeping out algae.

This cleaning goes on constantly between shows in the two immense (total capacity 900,000 gallons) tanks at Miami's "Seaquarium." Cynthia and the five others (all men) who are charged with keeping these

thousands of civilized fish next to godliness have to learn to take care of themselves — a 400-pound loggerhead turtle, for instance, can nip off a hand with one bite. Cynthia has at times been bitten by moray eels, who at dinner hour apparently mistake her for the other tidbits floating around.

A champion swimmer, Cynthia is woman enough to want a dash of color in the long underwear necessary to prevent diving gear from chafing — red seems to fill the bill. What does she get for all this? Fifteen dollars a day — pretty good for a housekeeper.



ON THE JOB: Cynthia uses a special vacuum that sucks up water and algae which gather on the floors and walls

George Barris Photos



LONGIES: It can get cold down there



HAIR NET: This kind weighs 80 pounds

New Home Style



Juice of the Campbell Tomato

We're making our Campbell's Tomato Juice in a new way.

It's still made from the famous Campbell Tomato—but we now make it very much the same way tomato juice is made by the few good cooks who put up their own at home. That's why we call it "home style."

But the best home cook in the world would have to hump some to turn out a juice as good and full-bodied as our new Campbell's Tomato Juice.

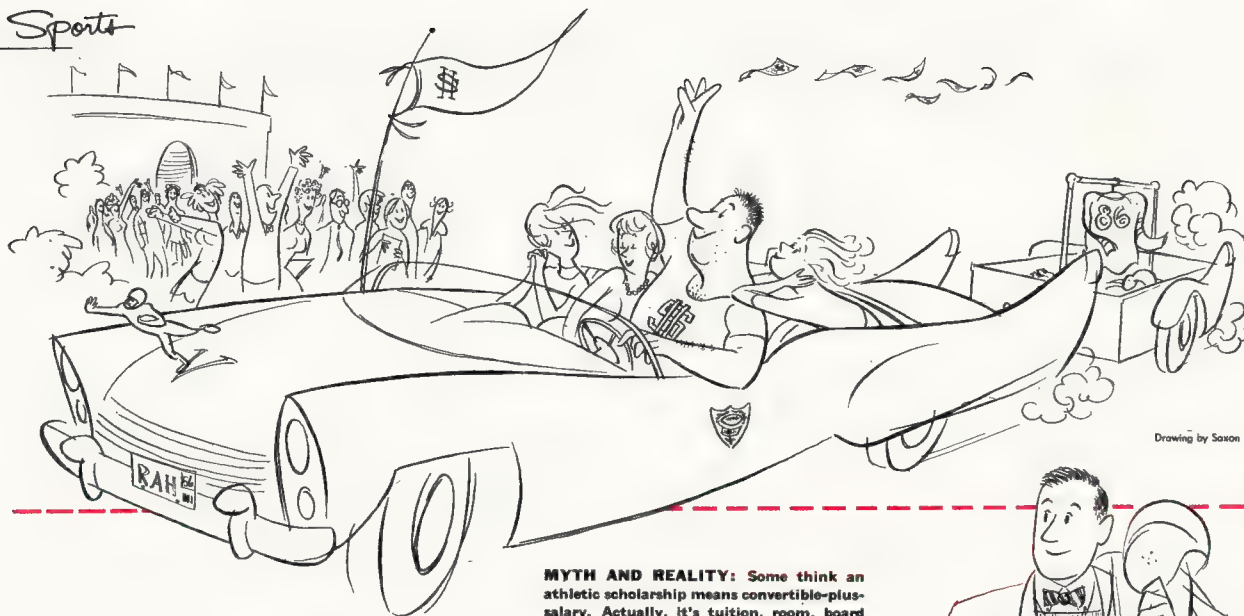
One reason is because we have such an advantage in the tomatoes we use. Naturally, it takes the best tomatoes to make the best juice, and that's why we use our famous Campbell Tomatoes.

This new home-style way of fixing it puts the natural goodness of these Campbell Tomatoes right into our new Campbell's Tomato Juice. Makes it real fun to drink. Better try it.



*To make the best,
begin with the best*

Campbell's
New Tomato Juice



Drawing by Saxon

MYTH AND REALITY: Some think an athletic scholarship means convertible-plus-salary. Actually, it's tuition, room, board

A Defense Of Big-Time College Football:

Why I Favor Athletic Scholarships



By FRANK LEAHY

Notre Dame's ex-coach says there is nothing wrong with giving an athlete a free education. It's the only practical way to prevent the "under-the-table deal"

QUESTION: Edward F. Beatty, Jr., of Philadelphia, writes: "I've heard a lot both for and against big-time football. Is it true athletic scholarships make 'professionals' out of boys who accept them?" We turned this question over to ex-Notre Dame coach Frank Leahy.

ANSWER: For years I have been reading and hearing attacks on so-called "big-time" college football, its coaches and its players. In recent years it seems to me these attacks have increased in intensity, and I feel that it is time someone answered with a few facts.

The criticism has centered around a thing that has become a sort of horrid word in magazines and newspapers — the athletic scholarship. According to some, an athletic scholarship consists of a Cadillac convertible and \$10,000 a year. And according to others, the young men who accept athletic scholarships are sort of low-grade morons, fit to dig coal or pick cotton, but just not bright enough for college.

What's the real truth about athletic scholarships? I think it's time the American people learned.

The athletic scholarship, in the first place, is a recognized and regulated part of the college administrative setup in the great majority of American colleges belonging to conferences. It is an accepted thing in the South-

AUTHOR: Frank Leahy, one of modern football's most famous coaches, starred at tackle and center in his own playing days at Notre Dame. As head coach of his alma mater, 1941-54, he won 87, lost 11, tied 9, had six undefeated seasons. Now retired, he runs TV's "Frank Leahy And His Football Forecasts."



eastern Conference, which includes Georgia, Georgia Tech, Alabama, Auburn, Tennessee, Louisiana State, Mississippi, Mississippi State, Vanderbilt, Florida, Tulane and Kentucky.

It is an accepted thing in the Southwest Conference, which includes Texas, Rice, Texas Christian, Baylor, Texas A. & M., Southern Methodist and Arkansas.

It is an accepted thing in the Big Seven Conference (Oklahoma, Missouri, Nebraska, Colorado, Kansas State, Kansas, Iowa State), in the Missouri Valley Conference and in the Rocky Mountain Conference. It is an accepted thing in most of the schools of the Southern Conference.

But even if the athletic scholarship were not accepted in all these fine institutions, I would still be very pleased by the fact that it is accepted at Notre Dame.

I would be pleased and proud. Because the athletic scholarship, as it is administered at Notre Dame, is a worthy contribution to one of America's greatest traditions — the provision of educational opportunity for everybody. The athletic scholarship gives the poor boy an equal chance at college with the rich boy.

Despite this, many fair-minded people raise doubts about athletic scholarships.

Doesn't an athletic

— Continued on page 14



*Also try Swanson
frozen turkey and chicken pies*

No wonder this Beef Pie tastes so much better...look what's inside!

It's Swanson Beef Pie—with lots of specially selected, tender Swanson beef done to a turn as only Swanson knows how to do it. Flavorful peas and tiny carrots—diced potatoes, too—with the most luscious, temptingly seasoned brown gravy ever. Then all the ingredients are blended with that special Swanson touch—the touch of the master chef—and fresh-frozen in Swanson's

famous old-fashioned flaky pie crust. That's the inside story on Swanson Frozen Beef Pie—and you'd be wise to try one tonight.

Swanson
FROZEN MEAT PIES

C. A. SWANSON & SONS, A SUBSIDIARY OF CAMPBELL SOUP COMPANY



Continued from page 12

Notre Dame Athletes Get No Cash

scholarship make a boy a "professional"? they ask. Isn't he just a hired athlete, who has no real connection with the school? Isn't he in college just to play football?

To answer these questions, let's look at Notre Dame and Oklahoma, two colleges whose teams met yesterday, both of which have had outstanding success in past years, and both of which have athletic scholarships.

At Notre Dame, an athlete must show that he is capable of doing college work before gaining admittance. He cannot receive the scholarship unless financial aid is necessary to him. If his father can pay for his college education, then that's the way it has to be, regardless of how much the University wants him.

Every boy with a Notre Dame athletic scholarship has a daily duty, as a mailman, an assistant hall prefect, or some other responsibility.

And, what may come as a surprise to some people who have read about spending-money allowances for college athletes, no part of the Notre Dame athletic scholarship is in cash. Every necessary item is supplied for the boy's education, but no cash.

At Oklahoma details of the arrangement are slightly different. Under the rules of the Big Seven Conference, to which Oklahoma belongs, athletic scholarships are based on an "average cost" of board and room. At Oklahoma, in 1956, this was \$68 a month. What it amounts to is that an athletic scholarship at Oklahoma pays the cost of room in an accredited dormitory, plus board, plus tuition and books. In addition, an athlete at Oklahoma may earn \$135 a year at a college job — \$15 a month for nine months' term. The work is arranged on an annual basis, because athletes are not expected to work during their competitive seasons. But they must work for every dollar they are paid.

If an Oklahoma athlete is married, or if he chooses to live in a fraternity house, he can take \$55 a month in cash in place of his board and room.

What all of the foregoing adds up to is that at Notre Dame and Oklahoma, and other colleges with athletic scholarships, a boy gets his education paid for and that's all. Does that sound like professionalism?

Yes, I've heard how oil-rich alumni hire Oklahoma's boys. I've heard similar stories about Notre Dame. Those stories just aren't true. Of course Oklahoma has wealthy alumni. So has Notre Dame. So have most colleges. But right here is where the great advantage of the athletic scholarship lies. If you have athletic scholarships, controlled by the school itself, wealthy alumni can contribute all they want, but they can't determine how the money is spent.

Professors Give The Grades

At Oklahoma, alumni donations, or donations from any source, can reach the athlete only through the school controller. They can go only to an athlete who is making "satisfactory progress" in school, and the "satisfactory" is defined by the professors, not the coaches or the alumni.

This eliminates the "under-the-table" deal which has caused so much trouble at schools where athletic scholarships are illegal.

As for a boy being a "hired athlete" without a real connection with the school, anyone who knows anything about Notre Dame football knows that our team is made up of kids who have dreamed all their lives of going to Notre Dame. We're a little different from most colleges, in that the student body, athletes and non-athletes, is drawn from all over the country, either members — Continued on next page



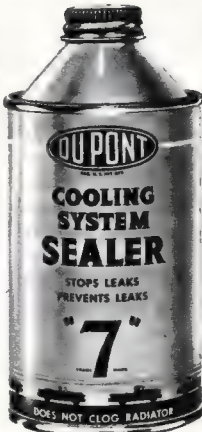
Prevent loss of anti-freeze with Du Pont Cooling System Sealer

Anti-freeze can creep through tiny pinholes in the radiator, or imperfect gaskets that seem watertight. Winter driving can start other leaks. So play safe—pour in Du Pont Cooling System Sealer when you add anti-freeze. It stops leaks . . . stays on guard to prevent new leaks. Cannot clog or harm hose or metal parts. **\$1.00***



BEFORE ANTI-FREEZE goes in, clean out summer rust with new Du Pont liquid Fast Flush. Prevents hot spots that cause anti-freeze to spill over or boil away. Works in minutes—needs no neutralizing. **\$1.00***

*Suggested list price



P.S. FOR SEVERELY CLOGGED RADIATORS, use new, improved Du Pont Cooling System Cleanser. Triple action—dissolves rust, cuts grease, cleans out scale.



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

DU PONT No "7" PRODUCTS
From Chemical Research . . . for Easier Car Care

Major Fanfare

By TOM HENDERSON



"It's tricky — sometimes he has to do it twice before he gets it just right!"

TUNE IN THE TENNESSEE ERNIE FORD SHOW
MON. THRU FRI. 2:30-3:00 P.M. E.D.T.
NBC-TV NETWORK

Tennessee Ernie Ford
SAYS:



**"DON'T BUY JUST ANY
MARGARINE—**

**Everything's Better with
Blue Bonnet on it"**

**Better For Flavor!
Better For Nutrition!
Better For Food Energy!**



ANOTHER FINE PRODUCT OF
STANDARD BRANDS INC.



Gebhardt's
CHILI POWDER

the **ORIGINAL** chili flavor!



- The original blend of Ancho-Chili pods, sun-cured in Old Mexico.
- No salt or filler added! It's all active flavor!
- Grinder-fresh. Sealed in glass!

GOES TWICE AS FAR!

MADE IN Sunny San Antonio

Gebhardt's
FINE MEXICAN FOODS

WHY I FAVOR ATHLETIC SCHOLARSHIPS

Continued from preceding page



Wide World

LEAHY RIDE celebrated a Notre Dame victory

Why Athletes Need Help

of the Roman Catholic faith or students with special interests met by the University. Most colleges draw their student bodies from their own geographic regions. Where this is true, athletes should be mostly of local origin. If you check home towns of team members against those of the whole student body, you can see pretty well whether a team truly represents the school.

An even better way, if you can do it, is to get to know some of the members of the football team. If you are one of those who think college football players are some sort of gorillas who can barely talk decent English, you're in for a surprise. These boys are in college to get an education, as well as play football. We at Notre Dame think the two can go together perfectly well. As evidence, I don't need any more than the recollection of all the boys who played for me and who have gone out into the world and become outstanding lawyers, scientists, businessmen, community and national leaders.

Scholarships For Everything

I don't claim that the athletic scholarship solves every problem connected with college football. I don't claim that everything is always perfect at schools with athletic scholarships. The system must be administered carefully and honestly. But if a boy can win a scholarship by raising pigs for the 4-H Club, by playing a slide trombone, by winning a debate or by getting exceptional grades, why shouldn't he win one for athletic ability? (And incidentally, it takes real brains to play football. Just take a look at a set of diagrams of the plays a modern football player must master.)

An athlete faces a terrific handicap in college, because his sport makes a heavy demand on his time. It is difficult, or impossible, for him to earn money at outside jobs. He needs help, and he is sure to get it — if not above the table, in the form of an athletic scholarship, then under the table in the form of a deal, a deal in which the college authorities must play a hypocritical part.

Given the competitive conditions of football today, I think there are only two possible solutions for any college to adopt. Either give up football or play it to win — and playing it to win means attracting good athletes to your college. In these circumstances I believe the carefully administered, above-board athletic scholarship is the only honest and practical solution.

NEXT QUESTION: Do the new religious popular songs help or hurt the cause of religion? A distinguished churchman answers in a thought-provoking article: "Object To Juke-Box Religion."

Begin with your skin!

says Ted Williams
who knows his baseball . . . and how to keep
warm, comfortable and healthy in cold weather

wear Duofold

**TWO-LAYER
HEALTH UNDERWEAR**



COTTON
inner layer for
COMFORT



WOOL
outer layer for
WARMTH

NO WOOL ITCH

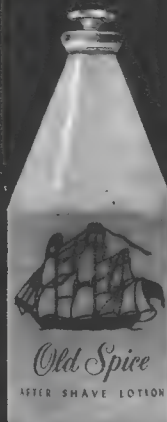
Control of your skin temperature is essential to cold-weather health and comfort. That's why so many doctors recommend Duofold Health Underwear. Its famous two-layer fabric actually insulates you, and chilling body moisture evaporates from the outer layer away from direct contact with your skin.

Safeguard your health and comfort this winter . . . begin with your skin. You're never cold outdoors—never too warm indoors—always comfortable.

Duofold two layer underwear—minus the weight and itch of old-fashioned "longies"—is available in shrink-resistant union suits, or shirts and longies—in varying percentages of wool. Also sport models in Sun Valley Red or white for men, women, boys and girls; smart peppermint candy stripes for ladies, too. At better stores everywhere, or write:

DUOFOLD, INC. • MOHAWK, N.Y.

brisk
as an
ocean
breeze!



Old Spice
**AFTER SHAVE
LOTION**

100%
PLUS TAX

Add Spice to Your Life . . .
Old Spice For Men

SHULTON New York • Toronto



Everything brightens up with brisk LIPTON TEA

WANT TO FEEL LIKE A MILLION? Quick! Fix yourself a cup of brisk Lipton Tea.

YOU START TO RELAX after the first few sips. Then—everything brightens up!

LIPTON'S BRISK FLAVOR picks you up without keying you up. The Lipton lift is the right *kind* of lift.

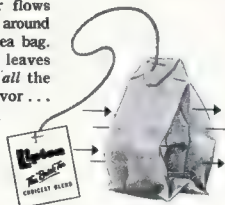
FOR PURE ENJOYMENT, TOO, you can't beat brisk Lipton. It's more satisfying than other teas, cleaner-tasting than other hot drinks.

THE WHOLE FAMILY WILL LOVE delicious Lipton Tea—the *brisk* tea.

GET THE RIGHT KIND OF LIFT—DRINK BRISK LIPTON!

Lipton's New "Flo-Thru" Tea Bags give you finer, fuller flavor!

The boiling water flows through as well as around this amazing new tea bag. It gets to the tea leaves faster... extracts *all* the brisk delicious flavor... gives you a tastier, more satisfying cup of tea!



THE
"BRISK"
TEA

"Trade-mark of Thos. J. Lipton, Inc. Reg. U.S. Pat. Off."

What's On A Little Boy's Mind?

By CHARLES D. RICE

Here is a question that has forever puzzled the philosophers, and at times even the little boy himself. Photographer Walter Chandoha had a rare opportunity to study the matter when he caught his son Hank making faces to himself out on the porch steps. Mr. Chandoha proceeded to snap some pictures, which did not disturb Hank in the least—he just went on making faces.

Later, when asked what he'd been thinking about, Hank said, "Oh, nothing—school, I guess." Well, that doesn't get us very far, so in the interest of science we'll go out on a limb and try to reconstruct his thoughts for him:



1—"Hey, what if I skipped school tomorrow? I could write a note—if I didn't get the E's backward!"



2—"Then I could play down at the sand pit and buy a chocolate soda with my lunchroom money!"



3—"But next day Miss Pettigrew would read the note and look at me like this. Why does she look like that? Maybe she eats pickles for breakfast."

Walter Chandoha Photos

>>> Continued on next page

Pink Liquid Vel!

Famous "NO DETERGENT BURN to hands" VEL formula!

gives you instant grease-cutting action and complexion-pink mildness!

The Pink and Perfect Liquid "Suds" for Dishes and Your Hands!

NEW! G-E Automatic Heaters

put heat where and when you want it

AUTOMATIC!
WHEN ROOM'S COLD
IT TURNS ON

WHEN ROOM'S WARM
IT TURNS OFF

De luxe Whole-room Heater.
Fan forced. Automatic thermostat. Completely portable. Automatic cut-off—safe if upset! Signal light glows red when on.
Only \$37.95*

(Model H-2)

Brand New All-around Heater.
IT'S BIG! It's beautiful! It has everything!
THERMOSTATIC! Turns off and on as temperature rises or drops.
SAFE! Automatic cut-off if upset.
POWERFUL! 1320 watts. Fan-forced heat circulates throughout room.
Only \$24.95*

(Model H-3)

Automatic Room Heater.
Fan forced. More efficient than many heaters twice its size. Thermostatically controlled.
Only \$17.95*

(Model H-1)

*Manufacturer's recommended retail or Fair Trade price.

Automatic Blanket and Fan Dept., General Electric Company, Bridgeport 2, Conn.

Progress Is Our Most Important Product
GENERAL ELECTRIC



Love alone is not enough!

Parakeets, like children, need something *more* than affection.

Wholesome foods that also *taste* good are vital, too. French's Parakeet Treat is a balanced mixture of favorite seeds, enriched with extra vitamins, wheat germ, and yeast. It is one of the "Basic 5" foods of French's Natural Feeding Diet . . . the only complete diet scientifically prepared to give your parakeet *all* the benefits of the foods that wild birds enjoy.



Keep your parakeet healthy and happy with

French's
NATURAL FEEDING DIET

WHAT'S ON A LITTLE BOY'S MIND?

Continued from preceding page

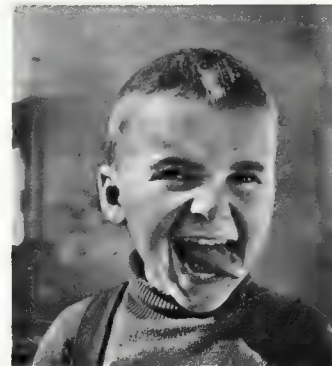
Hank's Big Plan



4 — "She'd turn up her nose and say, 'Go right to the principal!' He'd say, 'Humph! Are you sure this is your mother's writing?'"



5 — "And I'd look real innocent and say, 'Well, not quite, sir — you see, she hurt her hand and had to tell me what to write —'"



6 — "Lemme think — would it really fool him? Maybe I better be honest and wake up with a bellyache. Mom always falls for that!"

**Rexall Announces a New Medical Discovery
That Actually Goes Thru the Skin
to Relieve Muscular Aches and Pains**

THRUTM

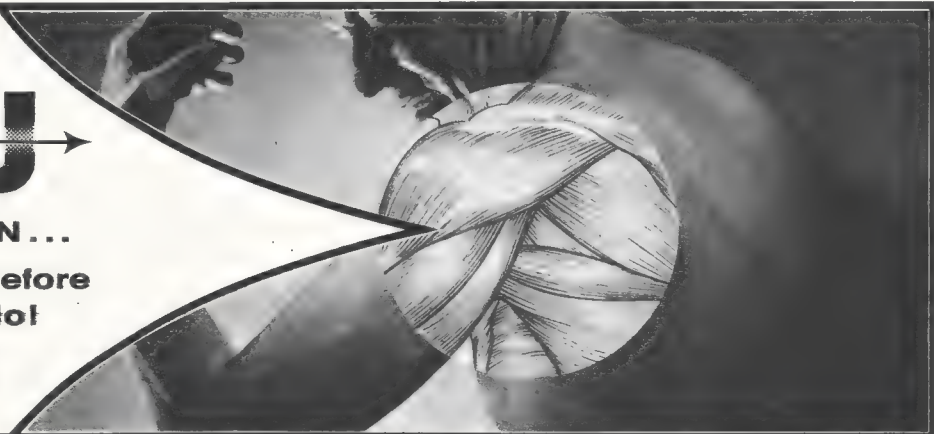
Rexall's New Liquid Formula Goes Thru The Skin To Kill Pain Where It Hurts

GET

THRU

TO THE PAIN...

**as you've never before
been able to do!**



ONLY
YOUR
REXALL
DRUG STORE
HAS IT

2 oz.
\$1.49

- ACTUALLY GETS DEEP INSIDE ACHING TISSUES
- BEGINS TO PENETRATE WITHIN 30 SECONDS
- WILL NOT BURN, REDDEN OR IRRITATE NORMAL SKIN

Get Thru to Pain—Muscular Aches, Stiffness and Soreness, Simple Neuritis, Muscular Lumbago, Minor Rheumatic Pains. Now...at last... Science gives you direct, at-the-spot relief—Thru the Skin! Relief that lulls, soothes, often completely banishes pain—because it actually gets deep inside aching tissues.

THRU—Rexall's revolutionary new liquid pain-killer—actually goes directly thru the skin... gets to the very core of pain... brings quick, positive relief right where it hurts! Relief you can get in no other way except by an injection.

You simply smooth a few drops of THRU on the sore or aching area. *Within 30 seconds*, a special lipophilic agent starts taking THRU's pain-deadening, analgesic and anesthetic ingredients right thru the skin. Relief is quick—direct—effective!

No longer need your skin sting and smart and smell! Rexall's THRU is blessedly cool and soothing, and as pleasantly scented as a delicate cologne. Tests

prove conclusively that THRU *will not* burn, redden or irritate normal skin.

A single application will prove that THRU is an important new medical discovery... a non-narcotic liquid that gives amazing results.

THRU comes to you from the world-famed laboratories of Rexall—the best known name in drugs. It is sold only in Rexall Drug Stores...and backed by Rexall's world-famous, no-questions-asked, money-back guarantee.

GET THRU TO THE PAIN TODAY...
as you've never before been able to do.

You can depend on any drug product that bears the name Rexall





WILL INFLUENCE THE SHAPE OF CARS FOR YEARS TO COME—Mercury's new Dream-Car Design makes a clean break with the plug

MERCURY PRESENTS _____



OUTDATES ANY CAR ON THE ROAD—From the back you see four stunning examples of Mercury's new Dream-Car Design: the daring V-angle tail-lights, the imaginative Jet-Flo bumpers, the sculptured rear deck and top, and the sleek, slender roof.

See the most advanced design in cars! The biggest Big M ever! More than 17½-feet long, over 6½-feet wide, with exclusive Floating Ride, Keyboard Control, and up to 290 hp!

Here is the first dream car to go into full production. Not just for showroom exhibition—not just to admire and long for, but yours to own and drive.

It's the BIG M for '57. A car straight out of tomorrow—with the biggest size increase in the industry. Bigger in every important dimension—with more room for every passenger.

EXCLUSIVE FLOATING RIDE—Never before has

any car offered you so many new, road-smoothing features. Revolutionary new Full-Cushion shock absorbers are the first in the industry to give such amazing control on rough roads without sacrificing a soft, satin-smooth ride on average roads. They are engineered to team perfectly with Mercury's new improved springing action. Special high-speed valves, built into the shock absorbers, act like hydraulic cushions

SEE IT IN ACTION ON THE ED SULLIVAN SHOW, SUNDAY



mp, bulging lines of many of today's cars—presents a sleek, clean-cut, dynamic look. Everything that counts in a car has been changed dramatically.

DREAM-CAR DESIGN FOR '57

—control bound and rebound like a giant hand.

New *swept-back* ball-joint front suspension now, in effect, pulls you *over*, rather than pushes you into, bumps. The result: easier driving.

And this is the heaviest Mercury in history, with new *balanced* weight distribution, new road-hugging center of gravity, and many other ride improvements—the most effective combination of bump-smothering features ever put between you and the road.

TWO GREAT NEW ENGINES—255-HP AND 290 HP You have your choice. The 255-horsepower Safety-Surge V-8 is standard. A 290-horsepower Turnpike Cruiser engine, with a 368 cu. in. displacement, is optional. And there are two

Mercury "firsts." A Thermo-Matic Carburetor that controls the temperature of air the engine breathes—boosts efficiency. And the Montclair series has a unique Power-Booster Fan that *coasts* when not needed for engine cooling—saves up to 17 horsepower.

DREAM-CAR IDEAS EVERYWHERE—You have to see the new Mercury in person to see everything. You'll find you can get an amazing new power seat that "remembers"—turn a dial and it finds the favorite seat adjustment for every driver in your family. But why not stop in and see all the news? See the first dream car come true, today, at your Mercury dealer's showroom. **MERCURY DIVISION • FORD MOTOR COMPANY**



EXCLUSIVE KEYBOARD CONTROL—Most advanced automatic transmission control on any car. Does all this: Starts the engine, controls drive, neutral, low, reverse, locks the transmission for parking, and releases the brake at a finger's touch.

Y OCT. 28. GET THE FULL STORY AT YOUR MERCURY DEALER'S!

"If she could only smell her house as others do! It always looks lovely and she keeps it so clean...but how can she stand that awful odor! If it isn't stale household odors it's those perfume-y deodorizers she uses!"

"Why doesn't she use **air-wick**? **air-wick** kills those odors in seconds...keeps the air smelling fresh all the time...with no cheap perfume-y after odor!"



nothing kills odors like **air-wick**

Youth frontier



Nolan Patterson

DEEPEST NEED: Self-confidence, which can be stimulated by loving guidance

U.S. TEEN-AGERS SAY: "WE'RE NOT PREPARED FOR LIFE"

Where Our Parents Let Us Down

Our series concludes by spotlighting youth's three major problems

By **JACK STEWART**, *This Week Youth Editor*

Most parents are fumbling the chance to extend a steady hand to their children who are making the all-important transition from youth to adulthood.

A survey of 4,967 young people, made exclusively for **THIS WEEK** by the Eugene Gilbert Youth Research Co., shows why. Those interviewed are between the ages of 17 and 22; none went to college. College students were omitted in order to focus the study on the great majority of American youngsters who must face adult life immediately after high-school graduation.

Their frank answers reveal three major problems which, if understood, may help parents in the difficult task of preparing youngsters to cope with the problems of maturity.

They are:

- Parents fail to understand what a great many young adults need most at this crucial period in their lives: self-confidence.
- They don't appreciate the fact that young people, as they approach their twenties, gradually become more friendly toward their mothers and fathers and are willing to listen to their advice.
- Finally, parents rely too much on high

school and the church to train their children, not enough on themselves.

1. Self-Confidence. To the casual observer, young adults may seem eager, alert and quite sure of themselves. Actually, more than anything else, they lack a feeling of confidence in themselves.

It is not easy to instill a feeling of self-confidence in any human being. But the response to the survey points a practical way.

Those who do poorly at school and who try to succeed in a job to which they are unsuited are not likely to develop feelings of self-confidence. And here is precisely where many parents are failing to exert their influence, or are exerting it in the wrong direction.

Once their career is started, few say they get any encouragement or assurance from their folks. And two out of five say they feel unsuccessful in their work because their parents frequently point out that other young people have better jobs or are advancing more rapidly.

2. The Changing Attitude. Between the ages of 13 and 17, most youngsters are often hostile and rebellious toward their parents, whom they regard as symbols of authority. As they

grow older, teen-agers begin to view them as friends and companions. The more complex problems of adulthood, like job-hunting and getting married, usually lead young people to an increased appreciation of their parents.

One young man summed up his changing point of view this way: "For the first time in my life, Pop and I understand one another. I'm still trying to figure out whether he changed his thinking or I changed mine."

Although the majority of young people look forward impatiently to getting out on their own, four out of five of those not married still live with their families. Living at home is not so confining after high school because few young people have a curfew hour, even on week-day nights.

Explaining why she lived at home, one 20-year-old girl said: "I couldn't move if I wanted to. I don't earn enough. Besides, my parents pretty much let me go my own way."

About half of both sexes think of their parents most of the time either with love or as friends. However, a sizable minority, and this is true of girls more than boys, sometimes fear their fathers.

3. School And Church. Although taking good care of their material needs, too many parents rely on outside organizations for their children's long-range training. But young people show awareness of deficiencies in answering: "What are the qualities you wish your parents had stressed most?"

Seven out of 10 wished they had learned more about handling money. One out of three wants more self-discipline and wished he had been taught better work habits.

In addition, as reported in the three previous articles of this series, most young people feel that they failed to gain either sufficient practical knowledge from school or ethical judgment from their church to handle grown-up problems adequately. Many of those who are married now say that it would have done no harm to have waited a while.

Realizing that outside organizations do not adequately prepare them for adult responsibilities, almost all those interviewed wish they had received more guidance from their parents, especially in regard to their school work and search for a job.

A little more than half believe their parents ought to have encouraged them to work harder at school. One 20-year-old St. Louis boy said: "Gosh, I wish I could start school all over again, knowing what I do now. My folks knew, but they sure didn't push me in the right academic direction."

Even more important, three quarters of the boys and over half of the girls say they never received guidance from their family on what kind of a job to look for. (One girl of 19 reported: "Help in school, no; in job, no; only in telling me whom I should marry.")

Of course, young people will continue to make their own choices and decisions as they step out on their own. And most of them will come through pretty well. But the frank, revealing statements of these young Americans show that there are serious lapses in the training they have received.

In large part, the future of our youth depends on the affection and leadership they get — from parents, teachers and religious leaders. Continuing interest, guidance and a word of encouragement at the right time can do much to smooth the difficult road to maturity. They can spell the difference between a good and bad start in life. — The End



Phelps Schulte

NEW ATTITUDE: They begin to appreciate parents more



AND 2 BOXTOPS FROM ANY LARGE **FAB**

OR 1 BOXTOP FROM ANY GIANT **FAB**

OR 1 BOXTOP FROM ANY KING SIZE **FAB**

**Picture doll in party
clothes saves you \$1.98!
Saves shopping time, too!**

*SHE WALKS • SHE WAVES •
EYES OPEN AND CLOSE • SHE'S
7¾ INCHES TALL • WASHABLE
HAIR • REMOVABLE CLOTHES
GO ON WITH A SNAP—OFF
WITH A SNAP!*



Only **FAB gives you
MORE ACTIVE
DIRT-REMOVER!**

Fab, with *more* of what it takes to get the dirt out—really out—washes clothes the whitest-white and cleanest-clean you've ever seen!



Order Early!
avoid delay
of Christmas
mail rush!

FAB DOLL • P. O. Box 1448, New York 46, N. Y.

Please send me _____ Walking Doll(s).

Enclosed is \$1 for each doll, plus

☐ Large Fab Boxtop(s) ☐ Giant Fab Boxtop(s)
☐ King Fab Boxtop(s)

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Offer expires November 30, 1957.

Good only in Continental U. S. A., Hawaii and Alaska.

Quicker than Cream!
Finer than Spray!

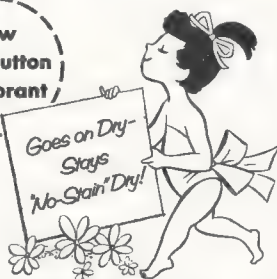


**VETO
MIST**

**KILLS
PERSPIRATION
ODOR ON
CONTACT!**

new
pushbutton
deodorant

Not a cream . . . not an
old-fashioned spray . . .
but millions of tiny mist
particles that work
24 hours against odor!



Tired Blood*?
Feel Stronger Fast
within 7 days . . . or money back!

If you feel tired and run-down, your trouble may be due to iron deficiency anemia.* We call it Tired Blood. To feel stronger fast take CERITOL. The high potency tonic that begins to strengthen iron-poor Tired Blood in 24 hours. In just one day, CERITOL is in your bloodstream carrying strength and energy to every part of your body. Two tablespoons contain twice the iron in a pound of calves' liver. Get fast-acting CERITOL, in liquid or tablet form, today.

GERITOL



Doctors' reports show how SERUTAN helps **ESTABLISH REGULARITY**

After 35, irregularity often becomes a problem. What you need is something that aids nature and helps establish regularity. Such an aid to regularity is SERUTAN. Here's medical evidence of that fact: A group of men and women took SERUTAN daily under medical supervision. In case after case SERUTAN, taken daily, helped establish regularity. So, for real relief from constipation after 35, try SERUTAN, the all-vegetable laxative aid.

SERUTAN



Fluoride or Granular

**Hot, Tired, Tender,
Perspiring
FEET?**

You'll marvel how quickly Dr. Scholl's soothing, refreshing Foot Powder relieves sore, tired, burning, perspiring, odorous sensitive feet—how it eases new or tight shoes—helps prevent Athlete's Foot. Start using it today. Sold everywhere.



**Dr. Scholl's
FOOT POWDER**

Stop That Itch

Very first use of soothing, cooling liquid D.D.D. Prescription positively relieves raw red itch—caused by eczema, rashes, scalp irritation, chafing—other itch troubles. Greaseless, stainless. 4½ oz. trial bottle must satisfy or money back. Don't suffer. Ask your druggist for D. D. D. PRESCRIPTION.

**Miracle Cushion
Holds Dentures
Tight**

**Eases
Sore Gums**

Snug brand Denture Cushions are a triumph of science, a sensational new plastic re-lining that gets rid of the annoyance and irritation of loose, badly fitting false teeth. Snug eases sore, irritated gums due to loose fitting dentures. Applied in a few minutes, makes the wobbliest plates stay firmly in place—gives perfect comfort. Eat anything—talk, laugh—plates "stay put." Harmless to gums or dentures. Snug re-liners can last from 2 to 6 months. Stays soft and pliable—does not harden and ruin plate. Pads right out when replacement is needed. No daily bother with adhesives. Get Snug brand Denture Cushions today! 2 liners for upper or lower plates \$1.50. Money back if not satisfied. At all druggists.



GI's Vs. GERMANS—WHAT'S ALL THE TROUBLE ABOUT?

Continued from page 9



ISOLATED: One soldier commented, "Since I've been here, not one German has done anything friendly!"

A Tricky Rape Law

serious scrapes have involved charges of rape, a type of offense that makes good headlines for the scandal sheets. There actually are a large number of rape charges made—but there are very few convictions. This is why:

In Germany the victim of rape may, upon the conviction of her attacker, collect money from the court—money that is levied as a fine against the defendant. The victim may also sue for damages in civil court. This "bonus" incentive has led some German women to charge rape any time they think they can get away with it. And even though, under the Status of Forces Agreement, no GI can be brought into a German criminal court, he may be sued in a civil one.

The German press, of course, exploits these cases to the full, seldom bothering to print follow-up stories when the charges are dropped or disproved.

Major Donald Zieg, of 10th Infantry Division Headquarters in Würzburg, told me one woman came into headquarters and demanded \$500 from the U.S. Army, claiming she'd been raped three weeks before.

"We asked her why she had let three weeks go by before reporting the rape," says Major Zieg. "She said, 'I admit it's a long time. Okay, I take only two-fifty.'"

Why They Get In Trouble

To make the situation even more difficult for the GI's, many German localities license prostitutes and thus give them legal standing. In Bamberg, for example, there are 5,000 registered prostitutes, 900 of whom are active on the streets at night. The off-duty GI, with no place to go but disreputable bars, has frequently gotten himself into serious trouble. For example, at Hanau, on August 6, Private Paul E. Gunn was court-martialed for "assault with intent to rape" a registered prostitute. He is now serving a 10-year term.

Why do the GI's frequent these trouble spots? Let the men speak for themselves: One GI from Philadelphia told me, "Since I've been here not one German has done anything friendly toward me." Private Sam Jones, Greenville, Miss., said, "They don't seem to like us much. The men try to shoulder you off the street."

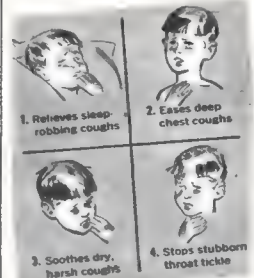
PFC David Supperstein said: "My wife and I had a nice little apartment in a middle-class residential section of Bamberg. Our landlady was constantly attacked by the neighbors for renting to us. They used to yell at her so we could hear it."

Private Bill Koerner: "A buddy and I went to a restaurant to eat. They just ignored us. People came in after us and got served. They just pretended we weren't there." Sergeant Fred Albrecht: "I was driving my American car when the road was blocked by a group of German *Halbstarke* (juvenile delinquents). I asked them to move, in German, but they just stood there, yelling at me to come out and fight. I turned up the windows, locked the

— Continued on next page



New
**Deep-Penetrating
Cough Syrup
RELIEVES
ALL FOUR**



**Doctor's Report Proves It
Gives 98% Complete Relief
From Coughs of Colds.**

Think what this means to your family—an end to worries about coughs of colds—even nerve-racking night coughs!

This new kind of cough syrup—Vicks® Medi-Trating® Cough Syrup—works faster, more effectively than 5 leading cough medications clinically tested. That's because it contains Cetamium®—a remarkable penetrating ingredient that carries soothing medication right to cough-irritated crevices of the throat. Actually medicates as it penetrates! And each spoonful gives more and more relief!

All the family will love the wild cherry flavor. Doesn't upset even a child's stomach. So insist on this wonderful new cough relief!

HERE'S HOW IT WORKS

This sketch shows a magnified section of tiny crevices of the throat. A cough syrup that misses these crevices brings only partial relief.

...but Vicks Cough Syrup penetrates deep into crevices to work direct on cough-irritated membranes—giving more complete relief.

**VICKS MEDI-TRATING
COUGH SYRUP**

Medicates as it Penetrates!



Continued from preceding page



RESPONSIBLE: U.S. tanks tracked mud onto street, so Yanks clean it up



HELPFUL: When Bamberg got a new church, GI's aided in bell-raising

But Germany Needs The GI's

doors, and slowly shoved them out of my way."

Some of the Germans whom I interviewed pointed out that 11 years of foreign soldiers quartered here is a long time, and they suggested that much of the current trouble could be attributed to this factor. But they are also quick to point out that American troops are vital to their safety.

German-soldier relations in the British zone are no better than in the American — the British soldiers have also learned that the only way to avoid trouble is to avoid Germans. "Our chaps will walk down the street," said Britisher John Neve, "and some of the younger Germans will shout, 'Dirty English pigs!' Then there's a fight and up come the German civil and the British military police. Whether our chaps are guilty or not they're automatically put on a fizzer [a charge] and I've never yet heard of the German police giving evidence against their own nationals."

What's The Answer?

A report on the situation in the American sector has just been completed by a distinguished German, Dr. Walter Stahl, who is Executive-Secretary of the *Atlantik-Brücke*, the equivalent of our Chamber of Commerce. Here's his report:

"The U.S. Army is doing all it can to keep its troops in line, but at least fifty per cent of the guilt for any GI wrongdoing rests with the Germans themselves—barkeepers who sell without any restraint to young soldiers who obviously should drink no more, German youngsters who try to play the GI's for suckers . . . and the legions of prostitutes. All this accounts for a large number of incidents."

What's to be done? Withdraw our troops? Responsible Germans insist that U.S. forces must stay on German soil, if Germany is to survive. Close down all the honky-tonks? The Army has no authority over them—and, besides, then the GI's would have no place at all to go when they are off duty.

Actually, the men themselves may

have the answer to the situation. Let Captain Ralph E. Bingham, Assistant adjutant for the 85th Infantry, explain it:

"I know the Krauts; I fought 'em in France and Italy. The men in this outfit know 'em. This new arrogance isn't going to work. Because this outfit's attitude now is, 'Okay, they don't want us, we'll stay right here in our own compound.' It has already started. And it's going to hit these Krauts where it hurts them most—right in the pocketbook. We spend about thirty million a year here in Bamberg and in six months of '56 we spent a hundred fourteen million in Germany. Every month in our outfit we let the men convert a certain percentage of their script into marks to spend in town, and on payday we get wiped out of marks in a hurry."

"But you know what happened last payday? Forty-one thousand marks were left on that pay table, untouched."

I can vouch for what Captain Bingham says. I toured all of Bamberg's soldier hang-outs one night—Stadleman's, The Blue Elephant, Burgerbraukeller, Lapaloma—and I didn't see more than a dozen soldiers. A barmaid at Lapaloma told me, "These GI's are better behaved than the German soldiers ever were."

A New Sign

In many German cities, like Bremerhaven and Stuttgart, where German-GI relations have always been very good, the Mayor and townspeople are now coming to the defense of the American soldier. Commanders at all posts are trying to improve relations with the civilian communities. The GI may emerge from this current attack with new dignity and friends.

Only the other day in the town of Kaiserslautern, there appeared one morning, scrawled in red paint across the side of the railroad viaduct, the words, "Army Go Home!" An hour later, townspeople marched on the viaduct, scrubbed off all the paint, and lettered in its place: "Welcome Amerika." It's still there. — **The End**

Why not smoke refreshed?

Never a dull puff—in new, refreshing **SALEM**

• menthol fresh
• rich tobacco taste
• most modern filter

Created by R. J. Reynolds Tobacco Company

A New Idea in Smoking— Refreshing as spring itself!

Your taste is refreshed when you smoke SALEM, all-new cigarette. SALEM *delights* you with full, rich tobacco flavor that has a new *surprise* softness. SALEM refreshes your taste . . . and you smoke refreshed. An exciting, all-new experience in smoking!

Salem refreshes your taste...you'll love 'em!

Open Season For Murder

In the still night the boy and his father heard gunfire. Would they meet the men who had killed the game warden?

By JOHN SAVAGE

Illustrated by William A. Smith

My father got his hunting boots out of the closet, shook a spider out of one of them and scared the spider back into the closet. Then he answered my question. "No, you can't shoot my gun on the hunt. It's a twelve-gauge, for the love of God. It's too much gun for somebody that's just a kid."

"I'm almost fifteen," I reminded him. "I've been shooting a twenty for a thousand years."

"Shoot it some more. Lots of grown men shoot a small-gauge gun."

I spread my hands. "So you can shoot my twenty." "Don't be so smart," my father said, and kicked me in the rear with the side of his boot.

That was all right. I could see I had a chance. And after dinner, while I was doing the dishes, my father came in and perched himself on the sinkboard. "I'm going to tell you the truth," he said.

That wasn't anything new. He and I always did tell the truth. Maybe that was why we had so many fights.

"I don't know what to do," my father said. "I don't want to be a stinker about the twelve-gauge. . . . He fiddled with the cold water faucet.

I picked up a platter to dry. "You'd probably do a lot of missing if you tried my twenty," I said.

"Missing? How do you figure?"

"Smaller pattern," I said. "With a twelve, if you're a little off, you can still connect. With a twenty you really have to hold right."

His face got pink. "I do hold right. Always have. Are you saying I can't hit ducks with a twenty?"

"You never tried. Probably you'd do just fine. Nobody knows."

He scowled at me. "You're sure full of sass today. I don't think I'll let you shoot the twelve after all."

"Aw, please," I begged. "I'll be careful, and —"

"I've been thinking about Mom," my father cut in. "Trying to figure out what she'd say."

I got out a dish towel and put him to work. My mother had been dead only two years, and it was easier to talk about her when we had something to do with our hands. "What would Mom say?" I asked him.

He was trying to rub the flowers off the gravy boat. I took it away from him and handed him a wet saucer.

"She was the one," my father said slowly, "that talked me into getting you the bike so soon, remember?

Every time I'd say you were too little for something, she'd say you weren't — and she'd be right."

I knew then he'd let me have the twelve-gauge. He put down the saucer and said, "I was just seeing if I could get you out of the driver's seat. You can try the twelve."

"Hot dog!" I ran and got my hunting jacket and dumped half a box of twelve-gauge shells in the pockets.

We drove all the next day. We made Lakeville at dark and decided to buy some gas there before driving out to the camp. The service station man got interested as soon as he saw we were hunters. "Did you fellas hear about the game warden getting killed?"

"No," my father said. "How did it happen?"

"Nobody knows. His body was found in a rice field last week, face down. Somebody had taken him through the chest with a shotgun. Close range."

"Who on earth would do a thing like that?"

"Poachers, I expect. There's been a gang of market hunters working around here."

Market hunters. We paid for the gas and drove on toward camp. We were in Palmer county, which is about as far from civilization as you can get. On both sides of the road, rice fields stretched out for miles, shining in the moonlight. "What's a market hunter?" I asked.

"Nastiest criminal on earth." My father swerved the car to miss a big puddle. "Don't get me started on that."

I didn't try to. All I cared about was tomorrow. The twelve-gauge was between my knees. It was a beautiful double-barreled Fox. The recoil would be more than I was used to, but I was ready for it.

I saw the lights of the lodge, half a mile ahead. "Will anybody be there?" I asked.

"Only the caretaker. Bud Royce and Harvey Smith couldn't get away from their wives."

The lodge looked pretty ramshackle, even in the moonlight. My father drove around in front to park and Mr. Moore, the caretaker, came out of the lodge to help us with our stuff. Then he gave us our dinner in the kitchen. Just one thing went wrong, and I didn't understand what it meant at the time.

It happened right after we finished eating. The club had a big, walk-in refrigerator off the kitchen, and my father opened the door to show it to me. We stepped inside. There wasn't much to look at, just a few crates of vegetables, but it was the biggest refrigerator I had ever seen. And cold. You could see your breath.

Just as we were leaving, we saw a twelve-gauge shotgun near the door. My father picked it up and stared at it as if it was a snake.



I couldn't see anything wrong until my father handed the gun to me. Then I noticed that the long tube of the magazine had a homemade extension on it, that reached to the end of the barrel. It would hold about a dozen shells, instead of our state's legal limit of three.

Mr. Moore had gone upstairs. By the time he got back, my father and I were at the table again. Everything was just as it had been when the caretaker walked out, except for one thing: my father had the illegal shotgun leaning against the table beside him.



AUTHOR John Savage is an English instructor at Washington University, St. Louis. He has had many short stories published and has just completed a first novel to come out in 1957.



THE SUDDEN EXPLOSION of the gun terrified Jimmie's father and sent him racing across the lake, alarmed for the boy's safety

My father handed Mr. Moore the gun. "This was hidden in the refrigerator," he said, and waited. When my father waited like that, you could pretty well figure you were in trouble.

The caretaker was a thin old man with no hair on his head. He licked his lips and said, "I don't know who could have left it there."

"You live here," my father pointed out.

"Yeah, but there's a lot of people come around." He waved his hands. "Mr. Royce, Dr. Smith . . ."

"Have you got any friends, Moore?" my father said.

"A few."

"Do they come around, too?"

Mr. Mooresquirmed. "Well, yeah, they come around."

My father suddenly banged his fist on the table. Mr. Moore jumped and talked fast. "I'll find out who owns that gun, Mr. Davison. I'll let you know."

"Moore," my father said slowly, "I don't want that gun fired on this property, or in this state. I don't want

that gun fired at all." He was plenty mad, and he was still mad when we went up to bed. He didn't want to talk about it. Not at first. We set our alarm clock for four-thirty and crawled into bed. My father lay on his back, and I could see him there in the moonlight.

"You asked me about market hunters," my father said at last. "I didn't know there'd been any active market hunters right lately, even in Palmer county, but here's how they work—at least around here: They go out at night in a gang of" — *Continued on next page*



Dreaming of a new car?

Any General Motors Dealer who uses the GMAC Thrift-Guard Plan can arrange thrifty terms at reasonable cost with considerate assistance if your circumstances change. There are over 290 GMAC offices to help you in emergencies away from home. Enjoy the convenience of financing where you buy.



WISE CAR BUYERS KNOW...
The best way to buy "on time" is to pay down as much as you comfortably can—then pay the balance as soon as you can. Remember, the longer you pay, the more you pay.

*The Plan that has helped
Millions buy cars "on time."*

ASK YOUR DEALER in CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC
new cars, and used cars of all makes; also FRIGIDAIRE • DELCO APPLIANCES

GENERAL MOTORS ACCEPTANCE CORPORATION

OPEN SEASON FOR MURDER

Continued from preceding page

There Was Danger Waiting

three or four. They have automatic shot-guns, rigged up with extra-big magazines. They find a flock of geese in the rice —

"How?"

"By listening, I guess. It's easy to hear geese at night if you cup your hands behind your ears. . . Well, they sneak up on the sitting geese and blaze away. Maybe a dozen shots from each gun. Then they move in on the wounded with clubs. They get maybe fifty geese. I don't know how many. A regular slaughter."

"What do they do with all the dead geese?"

"Sell 'em." My father rose up on one elbow. He looked like Moses. "If you're ever eating roast goose in a restaurant and bite down on a lead shot — call the police. That's no joke." He lay back down again. "All market hunters should be hung."

"I wish you and I would catch them at it." I was feeling pretty cocky, with the twelve-gauge propped beside the bed.

"The warden probably did catch them at it. And look what happened to him."

I thought about that. "We wouldn't just walk up to them," I said. "We'd think up some way to fool them."

"Out of the question," my father said. "Go to sleep."

But he didn't seem to be going to sleep himself. The last I saw of him before I went to sleep, he was still lying on his back, thinking. My father was quite a thinker. I could see that fooling the market hunters might not be out of the question after all.

I slept until a sound like thunder woke me up. The moon was shining, and the sound wasn't repeated, and I decided I must have dreamt it. I went back to sleep.

The next morning I fixed us some boiled eggs for breakfast.

"You're getting to be a pretty big guy," my father said thoughtfully.

"You just beginning to notice that?"

He lowered his voice. "I may try to carry out a little plan after the hunt. Tell you later."

Mr. Moore came in, and my father surprised him with a statement that was news to me, too. "We've changed our plans, Mr. Moore. We won't be spending tonight here after all. We'll start for home this afternoon, as soon as we get back from the blinds."

That was funny, but I didn't ask about it until later, when we were on the water, rowing toward our blinds. "Why should we drive all the way home tonight?"

"Maybe we're not."

"But you just told Mr. Moore. . ."

"That was because I may want him and his friends to think we're leaving Palmer county. It could be that we'll just drive as far as Lakeville and talk the constable into going into the rice fields with us."

"The rice fields? What for?"

"I heard gunfire last night. Tonight, if we can find the geese early, we can be waiting for the market hunters when they sneak up."

"Gosh!"

"I don't really think we'll do it. Just a



"Hands up!" he said,
his voice cracking

crazy sort of middle-of-the-night idea."

Just then we heard the cool sizzle of wings overhead. A dozen mallards, in a big hurry. My father said, "Forget what I was telling you. We're on a duck hunt. Get pulling on those oars."

He got out of the boat at the first blind, and I stayed aboard and carried out orders as he yelled them to me. First I dumped the wooden decoys overboard, letting them float in a scattered flock, about thirty yards from the blind. Then I rowed the boat to a clump of tules about a hundred yards away and tied it up. I waded back to my own blind, through the ice-cold water.

My father and I stood in our blinds, about fifty yards apart, and watched the day begin. My eyes were searching for ducks, but my hands were on the beautiful twelve-gauge — feeling the engraving on the barrels, caressing the smoothness of the inlaid stock.

Then the ducks began to come.

My first shot was at a high-flying widgeon, and I missed by a mile. I think I closed my eyes when I pulled the trigger. Scared of the gun, like a little kid.

Then a flock of canvasbacks came over and I got one. From that moment on, everything was changed. I wasn't scared any more. I got five more canvasbacks and a sprig by lunchtime, and my father did better yet. Every time he made one of his sensational shots, he'd yell across the water at me. "See that? Am I holding right?"

I wouldn't have thought anything could possibly happen to improve the day, but something did.

About three p.m. I looked out over the lake and saw real, live geese coming. Four big old snow geese, white on the gray wind. I could see the black edges of their wingtips.

I crouched low in the blind and spent a couple of seconds making sure the twelve-gauge was loaded. I got a surprise when I opened the breech. Loading

Back At Their Lodge

wasn't the kind of thing you could half forget, and yet the gun was only half loaded. The left barrel was ready to fire, but I couldn't see any shell — fired or unfired — in the chamber on the right.

I didn't stop to figure it out, or to see any danger. The geese were in range. I thumbed a shell into the empty chamber, closed the gun, and rose out of my crouch. I lined up on the leading bird, tracked it for a second, pulled ahead, and fired my left barrel. The first goose of my life fell like a stone. The day became, for about two seconds, absolutely perfect.

The other three geese flared apart and started climbing almost straight up. I chose the nearest of them, fired my right barrel and felt everything go wrong at once.

The explosion was too loud. A dazzling flash seemed to fill the whole sky. The gun's recoil, instead of being a pleasant bump against my shoulder, threw the whole gun violently to the left, almost pitching it out of my hands. The gun's fore end, the wooden part that my left hand had been grasping, flew off into the water, and I stood holding what was left of the shotgun, looking down at it in a daze.

The right-hand barrel had burst, about midway down its length. For eight or nine inches the tempered steel had opened up and curled back on itself like the petals of a glossy flower.

My father grabbed me. He was wet all over; must have fallen down as he hurried toward my blind. He couldn't talk at first — just started inspecting my hand without a word, bending the fingers to see if they worked.

"I ruined your gun," I said. I said it fiercely and fast. I was darned if I was going to cry about it.

"Not your fault," he said. "Probably a mud plug in the barrel."

"A mud plug would be my fault."

"Let's see your ammunition," he said, and I had a sudden, terrible thought. I fished all the shells out of my pockets. Two were twenties. I'd forgotten to check my jacket for twenties when I dumped in the twelves.

I saw what that meant, like you always do when it's too late. "Get away," I said. My father had his arm around my shoulders.

He didn't get away. "Take it easy," he said. "It could happen to anybody. You load with a twenty and it lodges in the choke of the barrel, out of sight. Then you reload with a twelve. . . I'm just mighty thankful you didn't get your head blown off."

"What a darn fool trick!" I said. "A kid trick! Look at the gun."

"Nobody cares about the gun."

"Get away."

He squeezed my shoulder and got away. We gathered up our birds, and I began to feel better. At least my hand was all right now. I had my money. The gun could be fitted with new barrels. Things could be worse. I was right about that. Things began getting worse right away.

I expected my father to bawl me out about ruining the gun, and I was ready to take it like a man. But I guess he was still too scared by what had happened. All the way back to the dock, he kept mopping sweat off his face. And first he'd ask me if I was sure the rowing wasn't hurting my hand, and then he'd say he never would have forgiven himself if I'd been badly hurt, and then he'd ask about the hand again. He even apologized for turning me loose with a twelve-gauge gun, in the first place.

It was a million times worse than being bawled out.

While we were tying the boat up to the dock, the caretaker came out of the lodge. Then, I remembered my father's plan and I began to feel better. First we'd fool Mr. Moore; then we'd get the constable this evening and ambush the market hunters. I might still get a chance to show my father how much of a man I was.

The caretaker met us at the car. "You won't have to go in the lodge at all," he told my father. "I've got you all packed up."

I saw that he was really fooled, and I got hopeful. Then my father ruined everything. "We've decided to stay the night after all, and drive home in the morning," he said.

I could see Mr. Moore didn't like that, but I liked it even less. I said to my father, "What about our little — you know?"

"I realized it would take more men. Three men couldn't do it."

"You mean two men and a little kid."

"Take it easy. You're not a little kid. I just got to thinking. It's not a job for us." My father turned and started for the lodge.

Mr. Moore tried to stop him. "You're all packed up, Mr. Davison. . ." He sounded sort of desperate. "Hadden't you better just —"

"Thanks, anyway," my father said, pushing by him. "I'll wash up in the kitchen." We left our guns in our car and walked around to the back door. I followed my father into the kitchen, feeling sort of numb and gyped. I guess Mr. Moore followed us in.

My father stopped dead in the middle of the kitchen. Three guns, all with extra-long magazines, were lying on the table. There were white feathers on the kitchen floor, and there was a trail of blood leading to the closed door of the refrigerator. Even I could see what it meant. Last night's geese. Mr. Moore and his friends had thought the coast was clear.

My father walked over and opened the refrigerator door. Mr. Moore

— Continued on next page

Enter the REXALL SUPER PLENAMINS Sweepstakes and MAKE YOUR DREAM COME TRUE

NOTHING
TO BUY!

ALL YOU DO IS ASK
YOUR REXALL DRUGGIST
ABOUT AMERICA'S
LARGEST SELLING
MULTI-VITAMIN
PRODUCT —
SUPER PLENAMINS



Your fondest dream... your wildest wish... a luxury you've dared not hope for — it can be yours in the Rexall Super Plenamins Sweepstakes! Take your choice of any of the six breathtaking first prizes shown here, if you're one of the first three names drawn.

The next 100 names drawn will each get a Zenith Royal "500" transistor pocket radio, worth \$88.45 with batteries and leather carrying case. And the next 1000 names will each get a full year's supply of famous Rexall Super Plenamins.

11 vitamins, 12 minerals in one tablet. Simply ask the salesperson in your Rexall Drug Store about this exclusive Rexall formula that's so complete, so easy to take, it's already the largest-selling multiple vitamin product in America! When you ask, you will receive an entry blank for the Super Plenamins Sweepstakes. It ends Nov. 30, so enter now. Remember, your chance is as good as anyone else's — to make your dream come true!

TAKE YOUR CHOICE IF YOU'RE ONE OF 3 LUCKY WINNERS!

\$5,000 COLLEGE SCHOLARSHIP

1ST PRIZE CHOICE: \$5000 scholarship for you or anyone of your choice at any college in America.

TRIP TO EUROPE FOR 2

1ST PRIZE CHOICE: 2 dream weeks in Europe for two! Fly to Hollywood, then over the Polar route to Denmark, France, Italy, Switzerland, England, then New York and home. All expenses for two, plus \$1400 cash for luggage, wardrobe and spending money!

1957 LINCOLN PREMIERE HARDTOP COUPE

\$5,000 NEWMAN-MARCUS MINK

1ST PRIZE CHOICE: Not just any mink, but a \$5000 Newman-Marcus Mink from the world-famous Neiman-Marcus Store, Dallas. Tailored for you.

1957 THUNDERBIRD

1ST PRIZE CHOICES: 1957 Lincoln Premiere Hardtop Coupe, or Thunderbird (hardtop and soft top). Each power-and-luxury equipped.

GENERAL ELECTRIC AUTOMATIC KITCHEN

1ST PRIZE CHOICE: General Electric automatic kitchen. Washer-dryer, wall refrigerator-freezer, built-in range, exhaust fan, dishwasher, garbage disposal, plus \$2000 cash for installing.

1103 PRIZES! 1103 WINNERS!
3 first-prize winners choose from 6 dream prizes shown at left.
The next 100 get Zenith Royal "500" transistor pocket radios worth \$88.45 with leather carry-cases, 400-hour batteries, 7 transistors, big volume!
And 1000 get full-year supplies of famous Rexall Super Plenamins!

See you at the polls!
VOTE NOV. 6
Rexall

Rexall Drug Products Are Guaranteed to Give Satisfaction Or Your Money Back

new kind of alarm



wakes you



lets you snooze



then
wakes you again!



Snooz-Alarm, luminous dial, \$7.98*

Like to snooze a bit after the alarm sounds? Then this new General Electric-Telechron Snooz-Alarm is for you! When it sounds, tap the control bar to shut off alarm. Then take your 40 winks. In about 10 minutes Snooz-Alarm will wake you again, automatically! You can get up, or take another snooze. Snooz-Alarm will wake you again in 10 minutes.

Snooz-Alarm is electric and, like all G-E Telechron alarms, it'll wake you for sure:

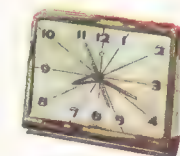
1. it sounds off for 45 minutes unless shut off
2. can't run down during night
3. never needs winding
4. stays on time to the minute

General Electric-Telechron clocks are designed to give long years of carefree service. Choose from 30 beautiful models—for all rooms, all styles from colonial to modern! Prices as low as \$3.98*!

GENERAL ELECTRIC

Telechron

wonderful buys
wonderful gifts



Distinctive GRAPH alarm. Luxurious metal dial and bezel. \$12.95*



Elegant alarm ETCHING. Leather-bound case, etched filigree pattern. \$9.98*

*Manufacturer's recommended retail or Fair Trade price, plus applicable taxes. Clock and Timer Dept., General Electric Co., Ashland, Mass.

Designs for Living



Convertible Corner



By day it's a conversation area, by night it's berths for two

OPEN SEASON FOR MURDER

Continued from preceding page

"We'll Freeze To Death"

backed toward the sinkboard, looking scared. Then a man walked in from the living room, and things got worse than ever.

The man was a big fat guy in overalls. While my father's back was turned, the new guy grabbed up one of the guns from the kitchen table and pointed it at him. My father turned around.

"Get in there with the geese," the fat man said, "and do it fast!" He walked over to me and said, "You too, sonny boy," nudging me toward the refrigerator with the side of his gun barrel.

If I'd been a grown man, he wouldn't have been so careless. The thought made me so mad I did a crazy thing. I threw myself sideways across the gun and held onto it, riding it down. The gun went off and blew a hole in the floor. The fat man started cussing and

trying to shake me off. I held on, because to tell the truth I was scared stiff.

"Drop it!" my father snapped. He was standing by the kitchen table now, holding one of the other guns, pointed at the fat man. The gun and I fell to the floor.

"Jimmie," my father said. "See that there aren't any guns in the refrigerator." I got up and walked over there, carrying the fat man's gun. There weren't any guns inside, just a heap of beautiful snow geese that made me half sick. I turned around and said, "No guns," and my father started herding the fat man and Mr. Moore into the refrigerator.

"We'll freeze to death," said Mr. Moore. He was really scared.

"I wish you would," my father said, "but you won't."

Just then a third man stuck his head



Julius Shulman

Here is something new in the way of a sofa that turns into a bed — a double-decker, no less! Designed by architect Richard J. Neutra for a living room in a California house, the sofa fits neatly into a corner of the room. To see it in the daytime (above left) no one would suspect its double life, but when guests stay overnight the cushioned back, which is hinged to the wall, is raised to make the upper bunk (directly above). Hung by chains from ceiling hooks, it makes a cozy nook with built-in shelves and overhead light.

— KATHERINE MORROW FORD

in the door from the living room. His mouth fell open and he pulled his head out of sight again. I could hear him running, and I thought of our car out in front with our guns in it.

I ran around behind my father and into the living room. The man was almost to the door. I pointed the gun and yelled, "Hands up!" My voice cracked and went high, but he heard me.

I wouldn't have pulled the trigger, but I guess he didn't know that. He stopped and turned around, with his hands in the air. I said, "G-go in the kitchen," and darned if he didn't do it.

My father locked the three men in the refrigerator and called the constable on the phone. While they were talking, I chewed on a hangnail and tried to imagine what my father would say to me.

If he made me a big fat hero and told me he was proud of me, then I'd be a cinch to get another chance on the twelve-gauge. But if he got to mopping sweat and telling me how glad he was I hadn't been killed, then I'd be shooting a twenty for the next thousand years. Or maybe not even have a gun at all.

I was wrong both ways. When he was through phoning, he grabbed me and spun me around to face him. "That was the stupidest stunt you've ever pulled — jumping on that gun."

I said, "Yes, sir," like I always did when he was bawling me out.

We sat down on the table. My father was silent for a long time, but he stayed mad. "Another thing," he said. "Who's going to pay for fixing my shotgun?"

"I am."

"You ought to be a whale of a lot more careful about getting your ammunition mixed up."

"Yes, sir."

We sat a while, and he began to simmer down. "Did you notice how well I was shooting with your twenty today?"

"You were holding right."

"I sure was. You can keep the twelve."

As soon as I could talk, I told him I thought that would be all right with me.

— The End



For his trust, he deserves the best: Ken-L-Ration's Lean Red Meat!*

It's a wonderful thing to see the trust, loyalty and devotion that exist between a child and a dog... and here's a good and easy way to reward this dog at mealtime. Feed him Ken-L-Ration, the dog food you can trust.

*Ken-L-Ration is packed with lean red meat, choice cuts of U. S. Gov't Inspected horse meat that vets will tell you is better for dogs than poor quality meat scraps.

Every can is a *complete meal*, a balanced-diet dog food fortified with every vitamin and mineral... every nutrient a dog is known to need to stay healthy... plus chlorophyllin to help stop doggy odors and bad breath. Remember: Reward the dog you can trust with the dog food you can trust — Ken-L-Ration.



GOV'T SEAL—YOUR SIGN OF QUALITY



Ken-L-Ration is one of the few dog foods that can bear this U. S. Department of Agriculture seal. It assures you pure, wholesome ingredients... as well as a completely nourishing food.

AMERICA'S MOST TRUSTED DOG FOOD

REMEMBER... NOVEMBER 6TH IS ELECTION DAY—SEE YOU AT THE POLLS

Inspirations From Israel

See Front Cover



WOVEN blouse worn with slacks



DESERT HOOD has the look of ancient world

Burt Glin Photos

These fashion ideas from a new country are unique and wearable, have an Eastern touch

The rich folklore of an ancient land is mixed with high style and the influence of the Orient to produce a new industry in Israel — fashion. European designers who went to Israel for a new start, the irrigation of the Negev which now produces cotton in quantity, the immigration of Yemenite weavers — all these have provided impetus. Now the eight-year-old nation is exporting her designs all over the world.

The clothes we show were designed by Finy Leitersdorf of Tel Aviv and made by Maskit. On the cover: A "hora" dress made of a rough woven cotton, edged and belted with native Yemenite embroidery. It is photographed in an artists' village called Ein Hod.

On these pages: At left, a woven blouse made on primitive looms. Next a velvet desert hood trimmed with gold. At the right, sitting on an ancient olive press, a girl wearing slim black slacks and a blouse with gold embroidery.

— **JOAN RATTNER**

YEMENITE EMBROIDERY trims bodies of at-home outfit —→

Delicious coffee every time -every day—with the new G-E Automatic Coffee Maker

Brews 3 to 9 cups perfectly! The new General Electric Coffee Maker is designed to perk even small amounts perfectly. Coffee's always rich . . . full-bodied.

Coffee the way you like it. Brew Control lets you select the exact strength you prefer—mild, medium, strong or any strength between.

No watching! No timing! Just set the control. Coffee brews, stops perking, stays piping hot.

Amazingly quick! Easy to wash!

If you like good coffee, see your General Electric dealer this very week. General Electric Company, Portable Appliance Department, Bridgeport 2, Connecticut.

**ONLY
\$19.95***

*Manufacturer's recommended retail or Fair Trade price.



Progress Is Our Most Important Product

GENERAL ELECTRIC

A gift they'll use! Practical for everybody . . . handsome for entertaining.



TO EUROPE

Enjoy your trip go by Ship!

- COSTS LESS
- EXTRA VACATION
- MEET PEOPLE
- MORE FUN
- ARRIVE RELAXED

PLAN EARLY THROUGH YOUR TRAVEL AGENT

THE TRANS-ATLANTIC STEAMSHIP LINES

Wild about
Color!



New...

**ScotTissue in 4 pretty
pastels** Safe even for Baby...
So smart in your bath!

Softest color "matchmates" in your favorite soft absorbent tissue! Each pretty shade is soft, too, and safe even for baby's tender skin.

ScotTissue gives you 350 more sheets than the 650 you get in most other rolls! The big ScotTissue roll lasts and lasts.



Also in
Yellow
Blue
Green
and Snowy White

This big roll is your Biggest Color Value

ANOTHER FINE PAPER
PRODUCT BY SCOTT



Wake up to
TAMPAX!

The bandwagon is passing you by, the train is leaving without you . . . millions of women are using Tampax internal sanitary protection *right now*, and still you hesitate. How long can you go on putting up with *half-way measures* when Tampax is as close as your neighborhood drug or notion counter? How long? How long?

We said *half-way measures*, and we mean it! Do external pads protect you against odor? Are they comfortable? (Tampax can't even be *felt* when in place!) Are they easy to dispose of? Are they nice, dainty, convenient? Find your own answers, but be honest with yourself. It would be difficult to find a woman who has a kind word to say for the belt-pin-pad harness.

Tampax meets every individual need with three absorbency-sizes—Regular, Super, Junior. Month's supply fits into purse. Tampax Incorporated, Palmer, Mass.



Invented by a doctor—
now used by millions of women



CAROL JEAN and her blue ribbons

How America  eats

Carol Jean Makes A Pizza

By CLEMENTINE PADDLEFORD

This Week Food Editor

This 14-year-old girl is a prize-winning cook

DENVER, COLO. Teen-age kitchen queens are seldom met in my travels, but I found one for sure in Denver. Carol Jean Byma is her name, a girl wonder of a cook. The evidence of her prowess as a young homemaker is a stack of prize ribbons won in five years of 4-H Club work, 22 in the collection; all the blues are for cooking.

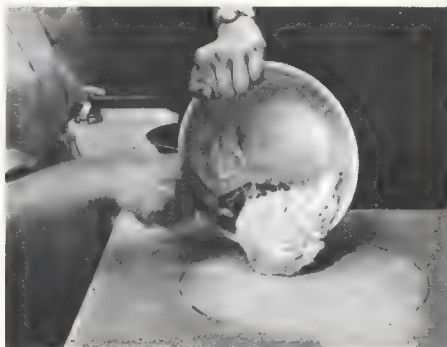
Again blue ribbons for cake and canning at the Colorado State Fair. This fall a red ribbon, the first for her cooking. "I was disappointed," Carol Jean wrote to me after my visit. "The farm-country girls are hard to beat. I'll try again next year."

Carol Jean, 14, a sophomore at South High School, has warm brown eyes inviting your friendship. She gives a smile for a smile. A confident miss, but not one to brag except when boasting of Sally, her 10-year-old sister. Little Sally can sling a mean onion, she knows her hamburger. Carol Jean is long past the Sloppy Joe and hot dog stage. She slings a mean pizza, she can bake a fine cake, she has a superb loaf of French bread, a fruited tea loaf.

I drove from the Brown Palace Hotel into southeast Denver to meet the H. G. Byma family. Father was on his job at the city post office, but Mama was there. Mrs. Byma's mother was born in Scotland and came here at 16 with old-country convictions that every girl must learn to cook and sew before she marries. Her daughter Alice believes the same way.

It was Lois Humphrey, the Denver 4-H home-demonstration agent, who told me about Carol Jean's fine work and that pile of "prize" ribbons. This Carol isn't just a sometime cook. She gives a hand always with the family meals and in summer vacation does dinner by herself two or three times a week assisted by Sally. This fall she helped her mother can apple sauce, peaches and tomatoes and make crabapple, plum and grape jelly.

Her club work has included such assignments as preparing a sit-down meal for six guests, a buffet supper for a larger group, a birthday party for children, tea for Mother's friends, a picnic supper for her crowd. Also Carol — Continued on page 36



KNEAD DOUGH before shaping to size of your baking pan



PRESS DOUGH into place so it won't shrink. Brush with oil



LAYER filling ingredients on top, ending with anchovies



BAKE and serve hot. Cut into pie-shaped pieces for eating



ALL-STAR SUPPER

... with that unbeaten

Ocean-fresh flavor

When the hurly-burly of fall fun is at its peak . . . turn to quick-fixin' dinners made with Star-Kist Tuna. The ocean-fresh flavor of Star-Kist Tuna works "gee it's good" magic in casseroles, croquettes and scores of easy, one-dish meals. The secret, of course, is Star-Kist Tuna's exclusive Flavor-Lok process . . . a method of packing that captures and keeps every wink and whisper of natural tuna flavor. Be sure you keep several cans of Star-Kist Tuna shelf-handly . . . it's so good . . . so many tempting ways!



Cheer Leader

STAR-KIST TUNA CORNETTI

- | | |
|--------------------------------|--|
| 1 No. 1/2 can Star-Kist Tuna | 1 1/2 cups spaghetti, broken into small pieces |
| 1/2 cup chopped onion | 1 tsp. paprika |
| 1/2 cup chopped green pepper | 1/2 tsp. pepper |
| 1/2 cup sliced celery | 4 to 6 green pepper rings |
| 1 12-oz. can whole kernel corn | |

Drain tuna and slowly saute onion, pepper and celery in oil for about 5 minutes. Add tuna, mix well and simmer 5 minutes longer. Heat corn. Meanwhile, cook spaghetti in boiling salted water as directed on package. Drain and combine with tuna mixture. Pile in center of hot platter. Ring with corn. Sprinkle with paprika and pepper. Garnish with green pepper rings or slices of stuffed olives. Serves 4.



Get 4 More Easy, Economical
All-Star Supper Recipes FREE
at your grocer's Star-Kist Tuna display,
or write: Star-Kist Foods, Inc., Dept. AS,
Terminal Island, California

Star-Kist Tuna

You can't beat the Best!

Kill bathroom odors fast with Colgate's new Florient Makes air smell flower-fresh

One Spray of Colgate's new Florient instant-action Air Deodorant quickly kills unpleasant household odors—cooking, smoking, bathroom, pets, musty closets, baby's room, and sick room. So get new Florient today at your grocery or drug store.

No wick • No wait • No waste



Now Many Wear FALSE TEETH With Little Worry

Eat, talk, laugh or sneeze without fear of insecure false teeth dropping, slipping, or wobbling. PASTESSE holds plates firmer and more comfortably. This pleasant powder has no gummy, goopy, pasty taste or feeling. Doesn't cause nausea. It's alkaline (non-acid). Checks "plate odor" (denture breath). Get PASTESSE at any drug counter.

'Night Cough' robbing you of sleep?

World-famed herb medicine
relieves coughs of colds so you
breathe easy—sleep easy.



When "Night Coughs" keep you awake, get this one outstanding herbal action relief—PERTUSSIN. Then you breathe easy—sleep easy—naturally. It's different from new, unproved formulas.

Contains no habit forming codeine. That's why so many doctors prescribe PERTUSSIN for young and old. Safe even for small children. Tastes good, too! Commended by Parents' Magazine. Insist on PERTUSSIN.

PERTUSSIN®



CAROL JEAN MAKES A PIZZA — Continued from page 34



PIZZA PARTY: When the gang gathers, the big moment is biting into a pizza

Teen-Age Cook's Special Breads

Jean is a 4-H "Junior leader of Associate and First Year Foods," a great honor. Her group of 12 neighborhood youngsters call themselves the Eager Beavers.

Bread baking is this young cook's greatest talent and this French bread recipe is one of her best. But when the neighborhood gang gathers for ping-pong in the Bymas' basement, the big moment of the evening is forking into a Carol Jean pizza.

Italian Pizza

Dough Mixture:

- 1 cake compressed or 1 package granular yeast
- 2 tablespoons lukewarm water
- 1 cup boiling water
- 1 tablespoon shortening
- 1 teaspoon salt
- ½ teaspoon sugar
- 3 cups sifted flour
- Olive oil

Soften yeast in lukewarm water. Add boiling water to shortening, salt and sugar, stirring until blended. Cool to lukewarm and add yeast. Add about half the flour and beat until smooth. Add enough of the remaining flour to make a soft dough. Knead on a lightly floured surface until smooth. Pat or roll about half of the dough to a quarter-inch thickness. Shape to fit a 9-inch round layer pan, allowing dough to extend up sides of pan. Press dough into place so it will not shrink. Brush with olive oil. Let rise 15 minutes. Use extra dough for garlic bread or another pizza.

Pizza Filling:

- 6 ounces Provolone cheese, cut in ½-inch squares 1 1/16-inch thick
- 1 ½ cups drained canned tomatoes
- ½ cup finely chopped onion
- Cayenne
- Oregano
- Basil
- Black pepper
- 2 tablespoons favorite spaghetti sauce or 2 tablespoons tomato paste
- 4 to 8 anchovy fillets, or Italian or pork sausage, or small cubes of chicken, veal or ham

Arrange cheese squares to completely cover dough. Break up tomatoes and place on top

of cheese. Add onion. Sprinkle with seasonings to suit your taste. Pour on spaghetti sauce or tomato paste. Place anchovies or other choice on top. Bake at 425°F. for 25 minutes. Cut into pie-shaped wedges and serve hot. Yield: 6 portions.

French Bread

- 1 package granular yeast
- ½ cup lukewarm water
- 2 cups lukewarm water
- 1 tablespoon salt
- 7 cups sifted flour
- Cornmeal
- 1 egg white
- 1 tablespoon water

Dissolve yeast in ½ cup water. Add 2 cups water, salt and 2 cups of the flour. Beat. Add 4 more cups of the flour and blend well. Turn out on a cloth covered with remaining cup flour and let rest for 10 minutes. Knead in flour. Place in a greased bowl and let rise in a warm place 1 ½ hours. Punch down and let rise again for 1 hour. Turn out on floured surface and divide in half; let rest 10 minutes. Roll each half to a 15-by-12-inch rectangle. Roll tightly and seal well. Grease 2 large cookie sheets and sprinkle with cornmeal. Place loaves on sheets and slit every 2 ½ inches. Beat egg white with water and brush over top of loaves. Let rise 1 ½ hours. Bake at 375°F. for 20 minutes. Brush again with egg and bake another 20 minutes, turning corners on the cookie sheet. Yield: 2 loaves.

Banana Bread

- ½ cup butter or margarine
- 1 cup sugar
- 1 egg
- ¾ teaspoon soda
- 1 ½ cups sifted flour
- 1 tablespoon baking powder
- ½ teaspoon salt
- 3 large bananas, mashed

Cream butter and sugar until light and fluffy. Beat in egg. Blend in sifted dry ingredients and mashed bananas. Pour into greased and floured 8x4x2 ½-inch loaf pan. Bake at 350°F. for 50 to 60 minutes. Yield: 1 loaf. Note: Chopped nuts and lemon juice may be added also. — The End

STOP PAIN INSTANTLY COMBAT INFECTION PROMOTE HEALING WITH SOOTHING Campho- Phenique LIQUID USE IT FOR FEVER BLISTERS COLD SORES, GUM BOILS

Not only do fever blisters heal faster, but the same thing happens when Campho-Phenique is used on cold sores, gum boils. Wonderfully soothing too, for minor burns, poison ivy, itching of insect bites. And Campho-Phenique is a highly-effective, pain-relieving antiseptic for minor cuts and scratches from paring knives, can openers, tin cans, etc. Used on pimples, Campho-Phenique helps prevent their spread and re-infection.



FOR ATHLETE'S FOOT USE CAMPHO-PHENIQUE POWDER

In The Yellow Shaker Can

1. Checks Fungus Growth.
2. Prevents Its Spread.
3. Stops Itching.
4. Promotes Rapid Healing.

Keep your dog clean

...without risking
winter chills

In winter, water baths are messy for you, dangerous for your dog.

With Sergeant's E-Z Groom, you simply rub the aerosol lather on your pet and wipe it off. No rinsing. Leaves coat soft and fluffy, free from doggy odors. Kills fleas and lice. Helps avoid chills and colds.



Or use creamy Sergeant's Skip-Bath. Sprinkled on your dog, it does the same complete job. Buy either product at any drug or pet counter.

Sergeant's®

\$1000,000



Can't Buy Faster Relief For ACID INDIGESTION

Yes, millions everywhere know TUMS is the fastest relief for acid indigestion, heartburn, gas. Simply eat one or two TUMS. They dissolve just right to get to the stomach fast—no water needed. Relief comes instantly. You feel better fast—and longer, too! For TUMS 2-way relief formula also coats the stomach, guards against further acid pain. Get TUMS today.

Only 10¢ a roll
3 rolls—25¢



REMEMBER, ONLY YOU CAN PREVENT FOREST FIRES

Published as a public service in cooperation with The Advertising Council.

What to do about ACHING FEET

EVEN IF YOUR FEET ache all day long, every day—even if you've suffered from strained, easily tiring feet for years—there's a wonderful hope of blessed relief for you in these time-proved, featherweight shoe inserts, BURNS CUBOIDS. Slip them inside your regular shoes and now as never before you have a true fit to your own foot. Why? How? Because there are 248 styles and sizes of CUBOIDS, and the exact type for you is personally fitted by trained personnel. Only \$6.95 for at least a year of blessed foot relief! Throw away pads, medicines! CUBOIDS are prescribed by many medical authorities. Sold and fitted by quality shoe stores and department stores everywhere. Write for free booklet and name of nearest dealer. BURNS CUBOID CO. (Since 1927) P.O. Box 658, Santa Ana, Calif.



Loose
Castor?

Anchor it with New Plastic Wood. Makes a permanent fix that won't crack, chip or peel. And New Improved Plastic Wood has a finer grain—minimum shrinkage! Takes stain.



NEW "PLASTIC WOOD"
Handles like putty—
hardens into wood



Sam Shere

TRAILER: How many Americans call it home?

Quiz 'Em

Questions and answers from the news

By TOM HENRY

Home On Wheels . . . How much of the U.S. population lives in trailers?

About 2,500,000 people live in approximately 850,000 house trailers. Twenty per cent of these are servicemen and their families, 10 per cent are retired persons; seven per cent are salesmen, businessmen, engineers, teachers and ministers. The remaining 63 per cent are workers with mobile occupations.

—D.C., Wichita, Kan.

Peoples . . . By how much did the world population increase in the last year?

40 million. The new population, estimated by the UN, is 2,692,000,000.

—M.A.E., Milwaukee

Milestone . . . Herbert Hoover recently celebrated his 82nd birthday. What other three Presidents lived to be 82 or older?

James Madison, 85; John Adams, 90; and Thomas Jefferson, 83.

—B.F., Shelby, N. C.

Surnames . . . What is the most common American name appearing on the Social Security list?

There are nearly 1,400,000 Smiths and slightly more than 1,100,000 Johnsons.

—E.P., Mitchell, S. D.

NOTE: We will pay \$2 for a question and answer used in this column. Questions are based on current news, and clipping of news source must accompany answer. Address: Tom Henry, THIS WEEK, 485 Lexington Avenue, New York 17, N. Y. Unaccepted contributions cannot be acknowledged or returned.



CAN'T STAY IN BED WITH A COLD...



NOW GET UP AND STILL GET...



Only SUPER ANAHIST®

With Vitamin C Goes To Work Instantly Against Cold Misery—Even of VIRUS COLD—With This Exclusive Compound of 5 Cold-Fighting Drugs Prescribed by Doctors!

Naturally, it's best to stay in bed with a cold. But, if you can't, you can still get 5 stay-in-bed benefits with SUPER ANAHIST! 1—Reduces fever! 2—Relieves sneezes, sniffles! 3—Eases muscular aches! 4—Makes you feel good again! 5—Helps you resist aftereffects! Get SUPER ANAHIST Tablets. Save with the family-size package. (Also available in Canada.)

And on Nasal Spray, Cough Syrup, Chest Rub or Throat Lozenges—the name SUPER ANAHIST means "Best Medicine for Cold's Distress"



ADULTS' OR CHILDREN'S SIZE

NOW! It's easy to grow gorgeous

AFRICAN VIOLETS

Feed plants one Plantabbs weekly. Clean, odorless tablets provide rich food all plants need. More blooms! Bigger blooms! Greener leaves! You're delighted—or money back. At all garden depts.

PLANTABBS

Odorless Plant Food Tablets

SPECIAL OFFER! 10 WEEKS SUPPLY—10¢

Write PLANTABBS, Dept. 28 Baltimore 1, Maryland

Itching Torment of Aging Skin

commonly caused by loss of the natural skin oil, can be relieved in 2 ways by medicated, lanolin-rich Resinol. As the 6 medications in this famous ointment soothe fiery itching, the lanolin acts in place of missing skin oils, lubricating parched skin. Try Resinol for the misery of dry skin or leg itch, dry eczema, chafing.

At all drug stores. For free sample, write Resinol, Dept. TW-10, Baltimore 1, Md.

RESINOL OINTMENT and SOAP

DANDRUFF?

Help stop it with Glover's Mange Medicine . . . then shampoo. You will instantly feel the effectively revitalized condition of your scalp and hair. Glover's Mange Medicine's prescription-like formula combines specially processed vegetable and mineral oils with colloidal sulphur, which will aid in maintaining normal hair growth. This formula aids in the treatment of dandruff. Helps control itching scalp. An effective aid against loss of hair in patchy or spotty baldness, except when due to heredity or serious pathological conditions.

GLOVER'S MANGE SINCE MEDICINE 1876

GET CLOTHES UP TO 39% BRIGHTER, CLEANER, SOFTER—PUT CALGON® IN THE RINSE



Now you can win a new 1957 NORGE® DUAL AUTOMATIC WASHER in the Norge-Calgon

\$60,000⁰⁰

Merchandise Wheel-of-Fortune CONTEST

Pick up an entry blank now at your favorite food store or your Norge dealer's

200 big prizes! Entry blank has contest rules. Here is the jingle for you to complete:

The exciting New Norge with Dispenser Wheel Makes automatic washing a great new deal. Automatically adds Calgon to the rinse water's right...

CALGON INC., PITTSBURGH, PA.

For weight watchers...low-calorie D-ZERTA PUDDING



JUST THINK OF IT! Rich-tasting Vanilla, Chocolate and Butterscotch puddings especially made for you weight watchers.

THESE NEW D-Zerta Puddings contain no sugar, but they have all the sweet, satisfying goodness of America's best-liked puddings.

D-ZERTA GELATIN is low in calories, too. It makes bright desserts and such tempting salads! Comes in 6 famous Jell-O flavors and costs only pennies per serving.

Compare the calories in one serving	
Pumpkin Pie	380
Baked Apple	218
D-ZERTA PUDDING with whole milk	94
D-ZERTA PUDDING with skim milk (with strawberries 68)	54
D-ZERTA GELATIN	12

D-Zerta and Jell-O are registered trademarks of General Foods.

Made by the makers of Jell-O desserts...so you know it's good!

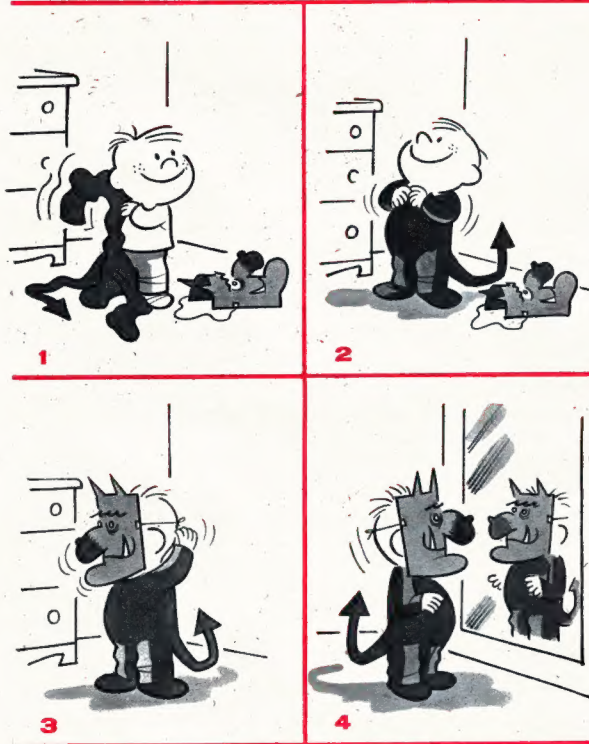
Last Laugh

Backfire



A guy can get an awful scare this time of year

By HARRY MACE



Feel UP to the fun
that's so good for you...



take the medicine that's so refreshing

When you're feeling out-of-sorts, as everyone does once in a while—when even pleasure is an effort, do yourself this favor: Take ALKA-SELTZER, the medicine that's so refreshing. ALKA-SELTZER tablets fizz in the glass—this is the chemical action that causes the ingredients to change into an effective and fast-acting solution that gives combination relief—relief for headache, upset stomach, as well as the tired-achy, out-of-sorts feeling that's so much a part of them. To get that *feel-better feeling*—to get back on the happy side of life . . . you will agree there is nothing—nothing in the world—like ALKA-SELTZER.

WHEN YOU HAVE A COLD . . . discover how pleasantly and effectively ALKA-SELTZER relieves the ache-all-over, feverish feeling. Makes a soothing gargle, too. Let ALKA-SELTZER help you feel better while you're getting better.

favorite of so many



for relief that does so much

MILES LABORATORIES, INC. . . . for Better Health
Elkhart, Indiana



"Companion" Portable—only 26 pounds, 96 square inches of picture area. Model 14T017.

NOW enjoy the programs you miss with other sets!

*General Electric Portables weigh less than 13½ pounds, perform like consoles, cost as little as \$99⁹⁵**

Think of the programs you miss because you can't always be where your television set is. Then think of the convenience of a set that goes where *you* go. That's the joy of owning a G-E Portable—wherever you have an electric outlet, you have television!

Yet—in spite of its light weight—it brings in a console-like picture . . . sharp, strong, steady.

So—particularly when you're buying an "extra" set—you ought to get one that can give

you extra enjoyment. *That means a portable by General Electric—leader in this new kind of TV.*

Choice of 3 screen sizes—from the "Personal" Portable at less than 13½ pounds, to the "Big-Screen" Portable at 32 pounds—5 colors, aluminumized picture tubes and dark-contrast safety windows.

See them at your G-E dealer's before the next late-late show. General Electric Company, Television Receiver Dept., Syracuse 8, N. Y.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

*Manufacturer's suggested retail price which includes Federal excise tax, one-year warranty on picture tube, 90 days on parts. UHF at small additional cost. Prices subject to change without notice.